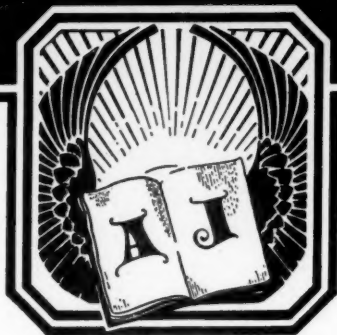


The AUTHOR & JOURNALIST

HOW TO WRITE

WHERE TO SELL

JUNE



1937

20 Cents



Suspense

By L. RON HUBBARD

Can You Express It?

By ELTON STERRETT

The Spot is the Thing

By AL BARNES

A Troubled Stream of Consciousness

By VELMA LEWIS INGRAHAM

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Checks and Rejections

Letters to the Editor—Comment from
Writers—Editors—Readers

DO YOU FAVOR "FREE PRESENTATION PLAN"

The American Writers Union is conducting a canvass of its members, as well as writers generally, to determine their attitude toward the "Free Presentation Plan" of submitting manuscripts. The form supporting the plan, which authors are urged to sign and return with their comments or suggestions, is introduced by the following explanation:

Dear Fellow Writer:

Do you deplore the time wasted and money lost in selling a manuscript because of the unwritten "law" that a writer or his agent can send copy to only one publisher at a time? Just suppose you could mail out copies of your story **SIMULTANEOUSLY** to as many publishers as might be interested. Think of what this would mean to you.

Presentation of multiple-manuscript is not an entirely new idea. It has worked successfully in the past and a variation of it is working in Hollywood today. The script writer sends copies of his manuscript to **ALL** the companies—giving each producer a "first look." If two or more companies want the same story each makes an offer and the high one gets it. Or, in the case of a very valuable piece of work, the writer may set a figure and the first company to approach this sum gets the story.

We propose to extend this system, in qualified form, into the magazine and book fields. Obviously we could not send manuscripts to **ALL** the publishers. But we should have the **RIGHT** to send our work to one or more publishers at the same time—when it may prove desirable.

The Free Presentation Plan benefits the publisher by getting manuscript into his hands hot off the typewriter. No waiting while some rival firm holds up a story for weeks or months and then decides it is not for them. And the plan benefits you, the writer, by giving your work rapid circulation and the top available market price. It prevents a publisher from keeping your novel out of circulation for months while he holds it to shape his list. If he wants to hold it he will have to take an option on it.

The Free Presentation Plan greatly reduces the chance for deliberate plagiarism by shyster publishers. It prevents a manuscript of timely interest from cooling off because of time lost in plugging it from one magazine or book publisher to another. And finally, if you wish to deal exclusively with one publisher, the existence of the **RIGHT** inherent in the Free Presentation Plan strengthens your position with him.

To sum up: For you—quick turnover and quick payment at top prices.

For publishers—"first look" without delay.

For both—a smoother functioning of the author-publisher relationship.

We are all getting together to put this plan through. The most important literary agents in the country are highly favorable to the plan. The first step for you to take is to read the form below. Then, if you agree with its provisions, sign it and sent it back to us. In any case, we want to know the national writing craft sentiment on the subject. Please cooperate.

Yours very truly,

ORGANIZATION COMMITTEE,
AMERICAN WRITERS UNION.

215 Second Ave., New York.

Readers of *The Author & Journalist* may desire to express themselves on the subject. There are, it seems to us, arguments both for and against it. Actually, writers now have a full right to submit their offerings to more than one editor at a time. It might not be considered ethical to do so without warning the editor, but the "law" against it is an unwritten law at best. The principal deterring factor is that the writer must go to the expense of making additional copies. Unless the field is a very wide one, this would rarely be justified. Usually the writer himself prefers to give first choice on his work to the best-paying market in the field before trying lesser publications.

(Continued on Page 10)

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SUSPENSE

... By L. RON HUBBARD

L. Ron Hubbard has recently sold a motion picture to Columbia Pictures, has accepted a writing job on the Columbia lot, sold a book to the Macaulay Company, and a serial to Argosy. He is now doing another book, in between his movie writing and regular pulp orders.



L. Ron Hubbard

NEXT to checks, the most intangible thing in this business of writing is that quantity "Suspense."

It is quite as elusive as editorial praise, as hard to corner and recognize as a contract writer.

But without any fear of being contradicted I can state that suspense, or rather, the lack of it, is probably responsible for more rejects than telling an editor he is wrong.

You grab the morning mail, find a long brown envelope.

You read a slip which curtly says, "Lacks suspense."

Your wife starts cooking beans, you start swearing at the most enigmatic, unexplanatory, hopeless phrase in all that legion of reject phrases.

If the editor had said, "I don't think your hero had a tough enough time killing Joe Blink-er," you could promptly sit down and kill Joe Blink-er in a most thorough manner.

But when the editor brands and damns you with that first cousin to infinity, "Suspense," you just sit and swear.

Often the editor, in a hurry and beleaguered by stacks of MSS. higher than the Empire State, has to tell you something to explain why he doesn't like your wares. So he fastens upon the action, perhaps. You can tell him (and won't, if you're smart) that your action is already so fast that you had to grease your typewriter roller to keep the rubber from getting hot.

Maybe he says your plot isn't any good, but you know doggone well that it is a good plot and has been a good plot for two thousand years.

Maybe, when he gives you those comments, he is, as I say, in a hurry. The editor may hate to tell you you lack suspense because it is something like B.O.—your best friends won't tell you.

But the point is that, whether he says that your Mary Jones reminds him of the Perils of Pauline, or that your climax is flat, there's a chance that he means suspense.

Those who have been at this business until their fingernails are worn to stumps are very often overconfident of their technique. I get that way every now and then, until something hauls me back on my haunches and shows me up. You just forget that technique is not a habit, but a constant set of rules to be frequently refreshed in your mind.

And so, in the skurry of getting a manuscript in the mail, it is not unusual to overlook some trifling factor which will mean the difference between sale and rejection.

This suspense business is something hard to remember. You know your plot (or should, anyway) before you write it. You forget that the reader doesn't. Out of habit, you think plot is enough to carry you through. Sometimes it

won't. You have to fall back on none-too-subtle mechanics.

Take this, for example:

He slid down between the rocks toward the creek, carrying the canteens clumsily under his arm, silently cursing his sling. A shadow loomed over him. "Franzawi!" screamed the Arab sentinel.

There we have a standard situation. In the Atlas. The hero has to get to water or his wounded legionnaires will die of thirst. But, obviously, it is very, very flat except for the slight element of surprising the reader.

Surprise doesn't amount to much. That snap ending tendency doesn't belong in the center of the story. Your reader knew there were Arabs about. He knew the hero was going into danger. But that isn't enough. Not half.

Legionnaire Smith squirmed down between the rocks clutching the canteens, his eyes fixed upon the bright silver spot which was the waterhole below. A shadow loomed across the trail before him. Hastily he slipped backward into cover.

An Arab sentinel was standing on the edge of the trail, leaning on his long gun. The man's brown eyes were turned upward, watching a point higher on the cliff, expecting to see some sign of the besieged legionnaires.

Smith started back again, moving as silently as he could, trying to keep the canteens from banging. His sling-supported arm was weak. The canteens were slipping.

He could see the sights on the Arab's rifle and knew they would be lined on him the instant he made a sound.

The silver spot in the ravine was beckoning. He could not return with empty canteens. Maybe the sentinel would not see him if he slipped silently around the other side of this boulder.

He tried it. The man remained staring wolfishly up at the pill-box fort.

Maybe it was possible after all. That bright spot of silver was so near, so maddening to swollen tongues. . . .

Smith's hand came down on a sharp stone. He lifted it with a jerk.

A canteen rattled to the trail.

For seconds nothing stirred or breathed in this scorching world of sun and stone.

Then the sentry moved, stepped a pace up the path, eyes searching the shadows, gnarled hands tight on the rifle stock.

Smith moved closer to the boulder, trying to get out of sight, trying to lure the sentry toward him so that he could be silently killed.

The canteen sparkled in the light.

A resounding shout rocked the blistered hills.

"Franzawi!" cried the sentinel.

The surprise in the first that a sentinel would be there and that Smith was discovered perhaps made the reader blink.

The dragging agony of suspense in the latter made the reader lean tensely forward, devour the page, gulp . . .

Or at least, I hope it did.

But there's the point. Keep your reader wondering which of two things will happen (i.e., will Smith get through or will he be discovered)

and you get his interest. You focus his mind on an intricate succession of events, and that is much better than getting him a little groggy with one swift sock to the medulla oblongata.

That is about the only way you can heighten drama out of melodrama.

It is not possible, of course, to list all the ways this method can be used. But it is possible to keep in mind the fact that suspense is better than fight action.

And speaking of fight action, there is one place where Old Man Suspense can be made to work like an Elkton marrying parson.

Fights, at best, are gap fillers. The writer who introduces them for the sake of the fight itself and not for the effects upon the characters is a writer headed for eventual oblivion even in the purely action books.

Confirmed by the prevailing trend, I can state that the old saw about action for the sake of action was right. A story jammed and packed with blow-by-blow accounts of what the hero did to the villain and what the villain did to the hero, with fists, knives, guns, bombs, machine guns, belaying pins, bayonets, poison gas, strychnine, teeth, knees, and calks is about as interesting to read as the Congressional Record and about twice as dull. You leave yourself wide open to a reader comment, "Well, what of it?"

But fights accompanied by suspense are another matter.

Witness the situation in which the party of the first part is fighting for possession of a schooner, a girl or a bag of pearls. Unless you have a better example of trite plotting, we proceed. We are on the schooner. The hero sneaks out of the cabin and there is the villain on his way to sink the ship. So we have a fight:

Jim dived at Bart's legs, but Bart was not easily thrown. They stood apart. Jim led with his left, followed through with his right. Black Bart countered the blows. Bone and sinew cracked in the mighty thunder of conflict. . . . Jim hit with his right. . . . Bart countered with a kick in the shins. . . .

There you have a masterpiece for wastebasket filing. But, believe it, this same old plot and this same old fight look a lot different when you have your suspense added. They might even sell if extracted and toned like this:

Jim glanced out of the chartroom and saw Black Bart. Water dripping from his clothes, his teeth bared, his chest heaving from his long swim, Bart stood in a growing pool which slid down his arms and legs. In his hand he clutched an axe, ready to sever the hawser and release them into the millrace of the sweeping tide. . . .

This is Jim's cue, of course, to knock the stuffing out of Black Bart, but that doesn't make good reading nor very much wordage, for thirty words are enough in which to recount any battle as such, up to and including wars.

So we add suspense. For some reason Jim can't leap into the fray right at that moment. Suppose we add that he has these pearls right there and he's afraid Ringo, Black Bart's henchman, will up and swipe them when Jim's back is turned. So first Jim has to stow the pearls.

This gets Bart half way across the deck toward that straining hawser which he must cut to wreck the schooner and ruin the hero.

Now, you say, we dive into it. Nix. We've got a spot here for some swell suspense. Is Black Bart going to cut that hawser? Is Jim going to get there?

Jim starts. Ringo hasn't been on his way to steal the pearls but to knife Jim, so Jim tangles with Ringo, and Black Bart races toward the hawser some more.

Jim's fight with Ringo is short. About like this:

Ringo charged, eyes rolling, black face set. Jim glanced toward Bart. He could not turn his back on this charging demon. Yet he had to get that axe.

Jim whirled to meet Ringo. His boot came up and the knife sailed over the rail and into the sea. Ringo reached out with his mighty hands. Jim stepped through and nailed a right on Ringo's button. Skidding, Ringo went down.

Jim sprinted forward toward Bart. The black-bearded Colossus spun about to meet the rush, axe upraised.

Now, if you want to, you can dust off this scrap. But don't give it slug by slug. Hand it out, thus:

The axe bit down into the planking. Jim tried to recover from his dodge. Bart was upon him, slippery in Jim's grasp. In vain Jim tried to land a solid blow, but Bart was holding him hard.

"Ringo!" roared Bart. "Cut that hawser!"

Ringo, dazed by Jim's blow, struggled up. Held tight in Bart's grasp, Jim saw Ringo lurch forward and yank the axe out of the planking.

"That hawser!" thundered Bart. "I can't hold this fool forever!"

Now, if you wanted that hawser cut in the first place (which you did, because that means more trouble and the suspense of wondering how the schooner will get out of it) cut that hawser right now before the reader suspects that this writing business is just about as mechanical as fixing a Ford.

Action suspense is easy to handle, but you have to know when to quit and you have to evaluate your drama and ladle it out accordingly.

Even in what the writers call the psychological story you have to rely upon suspense just as mechanical as this.

Give your reader a chance to wonder for a while about the final outcome.

There is one type of suspense, however, so mechanical that it clanks. I mean foreshadowing.

To foreshadow anything is weak. It is like a boxer stalling for the bell. You have to be mighty sure that you've got something outstanding to foreshadow, or the reader will nail up your scalp.

It is nice to start ominously like this:

I knew that night as I sloshed through the driving rain that all was not well. I had a chilly sense of foreboding as though a monster dogged my steps. . . .

If I only had known then what awaited me when the big chimes in the tower should strike midnight, I would have collapsed with terror. . . .

Very good openings. Very, very good. Proven goods, even though the knap is a bit worn. But how many times have writers lived up to those openings? Not very many.

You get off in high, but after you finish you will probably tear out these opening paragraphs—even though Poe was able to get away with this device. Remember the opening of "The Fall of the House of Usher"? You know, the one that goes something like this: "Through the whole of a dark and dismal afternoon."

That is foreshadowing. However, few besides Poe have been able to get away with suspense created by atmosphere alone.

One particular magazine makes a practice of inserting a foreshadow as a first paragraph in every story. I have come to suspect that this is done editorially because the foreshadow is always worse than the story gives you.

* It's a far cry from the jungles of Malaysia to New York, and there's a great difference between the yowl of the tiger and the rattle of the L, but in the city that night there stalked the lust of the jungle killers and a man who had one eye. . . .

I have been guilty of using such a mechanism to shoot out in high, but I don't let the paragraph stand until I am pretty doggone sure that I've got everything it takes in the way of plot and menace to back it up.

● If you were to take all the suspense out of a story, no matter how many unusual facts and characters you had in it, I don't think it would be read very far.

If you were to take every blow of action out of a story and still leave its suspense (this is possible, because I've done it) you might still have a fine story, probably a better story than before.

There is not, unhappily, any firm from which you can take out a suspense insurance policy. The only way you can do it is to make sure that the reader is sitting there tensely wondering which of two or three momentous things is going to happen first. If you can do that, adroitly to some of those manuscripts which have come bouncing back, they may be made to stay put.

||| CAN YOU EXPRESS IT?

. . . By ELTON STERRETT

ONE of the hoariest jokes directed at the writing craft pivots about the scribbler who dashes home in high glee, flourishing a check. He has sold a manuscript at last—to the express company! But can this happen, in real life?

At three cents an ounce, the difference between express rates and letter postage on a two-pound manuscript is usually enough to tip the scales in favor of the express company, and the unsuspecting author, finding that \$50 is the maximum liability assumed on the package unless a higher valuation is stated, goes ahead and places a modest valuation on the labor he has put into his story, paying the additional insurance fee demanded by the expressman for any stated value above the fifty-dollar limit.

But, if the express company loses the package, does the writer get the amount for which his manuscript was insured? No, not without a court fight, and frequently not even then.

After I had expressed a 20,000-word novelette to *Black Mask*, and placed an express valuation thereon, some months were allowed to lapse before I sent a follow-up letter, which brought out the fact that the consignee had never received the package.

After having been informed by the local agent of the express firm that the shipment could be traced only as far as the St. Louis transfer point, I filed the customary claim for loss, the full amount of \$50 being asked. The claim agent for the express company replied with an offer of \$12 to cover retyping.

Although the contract with the express company, as printed on the reverse of their receipt, states, "In consideration of the rate charged . . . which is based upon an agreed valuation . . . the liability of the company shall in no event exceed such value," no provision is made for scaling down this valuation after loss, nor is there stipulation made in the contract that the sender shall retain a carbon copy of his work, nor again that he shall be remunerated only for any amount which might be laid out for retyping.

In the case of the story sent to *Black Mask*, the carbon was lost in the burning of the home of a friendly critic, and the sole skeleton upon which to attempt reconstruction of the tale was the original page of plot outline and sketchy character notes. During the attempt to get the claim settled by correspondence with the express company's claim agent, the novelette

was rewritten and again started on its rounds, eventually being accepted and published by *Murder Mysteries*.

Upon my failure to secure an offer of more than the estimated retyping cost, suit was filed against the express company in the local court, asking the full amount of the insured valuation for the lost parcel. Although the attorneys for the express company insisted that the shipper had failed to prove non-delivery of the original shipment—usually when a contract is made, burden of proof of completion is supposed to rest with the contractor—judgment was handed down in my favor for the full amount, with court costs and attorneys' fees assessed against the carrier.

Was the \$50 then paid and the case closed?

Hardly. After the company had waited all but a few of the days allowed by law for filing appeal, the case was carried to a higher court, and there postponed each time it came up on the calendar, upon representations of the express company's attorneys. At last, when it began to seem that the case might eventually come to trial, my own attorney advised a cash compromise, if possible. This was refused by the claim agent, and it then appeared that the contest would hinge on proof of non-delivery. This would require the filing of long and searching interrogatories by Mr. Joseph Shaw, then editor of *Black Mask*, and his staff—all of which he was perfectly willing to undertake—after which it would be necessary to convince a jury of twelve that the amount asked in the suit was not excessive.

Finally, upon advice of counsel, concurred in by other members of the firm with which he was connected, the suit was dropped on the ground that a verdict in my favor, even for as much as one cent less than the amount asked, would throw the costs of both trials upon me as complainant, which would absorb considerably more cash than a judgement would squeeze from the express company. All this though the story, as reconstructed, sold for two and one-half times the original claim. This last fact was non-admissible as evidence, since the story that sold was not the original lost work, but possibly a version improved through rewriting. So, at least, claimed the express company's legal lights.

To ship manuscripts by express, and to recover fully in case of loss, it appears the writer

must be able to prove to the satisfaction of the court: (1), that he is a professional writer and receives for his work at least as much as the valuation he places on his manuscript when shipping same; (2), that the manuscript was the original and *sole* copy of the work extant; (3), that the manuscript was never received by any one connected with the office to which addressed, for which purpose failure of the express deliveryman to obtain receipt is held insufficient proof; (4), that the manuscript has not been returned to him from any source, including the claim department of the express company; (5), that he is financially able to prepay court costs in a suit for damages.

After which, if the suit be eventually carried through the courts and decided in his favor, his grateful descendants may take the final award and purchase a wreath to lay on grandfather's grave—for not even Lloyd's would bet on his chance of collecting the claim during a normal span of life.

Some additional pointers on this subject, which I gained as a by-product of my unfortunate experience, may be of interest.

If an author is established, and can prove to the satisfaction of the court that his work merits the valuation placed thereon when shipping same, either by express or first class mail, *registered*, he stands a good chance of getting the amount of his claim, provided he has no carbon copy, or that the carbon has been lost or destroyed previous to the date of being notified of loss by the carrier. Under such circumstances the slight additional fee over that charged for carrying the manuscript is a most economical way of insuring the story itself against loss. There is no provision, explicit or implied, in the act of registering or insuring a package carrying manuscript, which binds the author to keep a carbon, and the carrier should be responsible and liable, just as though carrying an original painting or other non-producible work of art—or else the agent of the carrier should not accept such additional fee for insurance which is non-collectible.

However, only by sealing a work of art or photographs, manuscript, or the like, before a witness and in the presence of the agent of the shipping company can the presence of such articles in the parcel shipped be established to the satisfaction of the court. And, no matter how high a value the artist may place on his work—be it painting, manuscript, or sculpture

—its value in the open market is determined by comparison with other sales previously made by the artist. Which seems to make it even harder for the beginner to get a break, even in case of loss.

We have been discussing the express company's liability. What is the situation if the manuscript is sent by mail?

In Paragraph C, Section 1382, of the current Postal Laws and Regulations, the post office states its attitude toward insured (registered) first class mail. Being obliged to send his manuscript by first-class mail, registry is the only type of insurance open to the author. Indemnity is offered "up to the limit stated and prepaid," subject to the replacement of the lost article. Again, if the author be established and well known to his postmaster, the proof of loss is lightened, and the possibility of full recovery is enhanced. But with the post office, as with the express company, the settlement is offered upon the actual cost of *retyping* alone, including the usual cost of paper required. No provision is made even for compensation to cover the author's time in reading proof on such retyping, nor may he recover insurance fees advanced. If the author has a carbon copy, he must produce it for the use of the typist making the new original, and that, too, at his own expense.

The initial rate for shipping a bulky manuscript by express is less than first-class postage would be; insurance rates—up to a stated amount—are included in carrying charges, whereas the postal registry fee is in addition to the 3 cent per ounce postage and, *if the author has a carbon copy*, reimbursement or replacement for loss will follow from either carrier only after filling in required forms and waiting for action to be taken at the main office of either shipper.

If, as is sometimes done when submitting work to both the American and foreign markets, the original is offered in America and the carbon sent abroad, the far sighted author will be sure to run two carbons through his machine when typing his work, and thus always have a record for replacement in case of loss. Costing only a few cents in second sheets, a carbon copy is any writer's best insurance against loss of more than the actual labor of typing his manuscript; for which, if the original be lost as an express shipment or registered first-class mail, he is entitled to receive usual copyist's rates for retyping.

THE SPOT IS THE THING

. . . By AL BARNES

Mr. Barnes contributes regularly to outdoor publications and conducts a daily newspaper column as well as selling feature material of various types.



Al Barnes

FEATURE writing is not just a hobby; nor is it a spare-time occupation with which to chink up idle hours. It is a full-time work that requires a maximum of diligence and persistence, with the added necessity of a nose for news.

It is a type of writing that is not confined to the Sunday supplement of a daily paper, but is found in almost every issue of any news publication. In short, it is a human-interest item with the added punch of a news angle.

Too many times we run across some fact that we think is the superstructure for a good yarn. By the time we have simmered it down and tucked in the edges it turns out to be so much more tripe. In nine cases out of ten it is a lack of news value that is contributory to the failure.

Suppose, for instance, that you decide to do a feature on the uncanny intelligence of a certain breed of race horses. You have a fine start if you can make news out of it. You have only to gather the facts. In the course of research you discover a horse owner who claims to be the oldest driver in the state. Now you have news.

Then you find that the self-styled oldest driver has a grandson who is credited with being the youngest race driver. Finally it comes out that three other grandsons are either drivers or jockeys. Two remaining grandchildren are planning a career on the turf as soon as they are old enough.

Where is the story? Is it around the uncanny intelligence of a certain breed of horses as you first supposed? Or is it around the old race driver . . . or again would you make a couple of stories from the one germ?

If you are a beginner I would suggest that you use the whole fabric. In this way you are overcoming minor faults with the sheer news value of the story. If you are an old hand it is

needless for me to tell you to make at least three separate yarns from the facts gleaned.

In the news room such timeliness in writing is called *spot* stuff. It is not spectacular writing ability that makes it so much in demand. It is the fact that it possesses that human touch so vitally essential in powerful copy.

And so the *spot's* the thing. Test your idea for a spark of life. Compose a few headlines:

VETERAN RACE DRIVER LIVES IN PODUNK

Nothing about that to demand a second glance, but:

OLDEST DRIVER AVERS

HE WILL STICK TO HIS SULKY

It is a simple test that requires only average third-grade reasoning ability.

Pictures, you say? A-h-h-! the bane of my life. I am the world's worst photographer, yet I consider that my sales are 50 per cent due to illustrations.

My personal failure to get good pictures is in a measure offset by having access to a very complete file in the studio of a local photographer. Prearranged prices make the matter simple in the final stages of paying the proverbial fiddler.

Almost any photographer will welcome an opportunity to capitalize on the inactivity of his files. I use glossy 5x7 prints and mail all photographs with a cardboard backing. A picture is no good if it is damaged.

On occasions where I desire an illustration that is not on file I have a price arrangement that permits me to make use of studio equipment.

Nearly every locality has a brimming measure of story material. This stuff, when properly handled, will present readable feature material.

Rates on this kind of material vary in accordance with the circulation of the paper using it. Some publications have a flat rate of so much an inch with additional payment for pictures.

But remember: *Hang your story on a spot.* Get the news angle. Don't gamble on the future . . . it is sometimes embarrassing. Ask me. News is what's happening right now. There is little interest in the past unless there is a spectacular something between the lines.

Take a walk in the local cemetery, or historic battlefield, etc. Ask the county officers for per-

mission to go through the ancient records of the region. I know a young man in Missouri who wrote a news feature a day for a period of three months and secured all of his dope from the records at the county courthouse.

The average reader doesn't care where the founder of the backwoods village is buried . . .

what he does care about is who are his descendants and what are they doing.

There is no need to mention markets. Each community has its individual needs. Any news publication is a mark worth aiming at. Even weekly papers fall for this type of material, though they seldom pay much, if anything.

A TROUBLED STREAM OF CONSCIOUSNESS

A ONE-ACT TRAGEDY

. . . By VELMA LEWIS INGRAHAM

Mrs. Ingraham began putting words together as an advertising copy writer, then turned to newspaper editorial and feature writing. As a busy housewife and mother of two sons, she now sandwiches in the writing of light essays and short-stories which have appeared in various magazines.

TIME: *Any Appointed Time.*

PLACE: *Within the Mind of Any Writer.*

CHARACTERS: *Subconscious, known as Sub.*
Conscious, known as Con.

SETTING: *A lounge. A chair or two. One table with a typewriter on it. Another table cluttered with papers, magazines, clothes, etc.*



Velma Lewis Ingraham

As the Curtain rises SUB is asleep on the lounge. She is dressed in misty flowing garments.

CON, in a work-like house-dress, with her hair tucked back under a dust-cap, has a broom in her hand, and is sweeping industriously.

A bell rings. CON stops sweeping, and stands quite still, listening a moment. She looks about the room, appraisingly and a bit worried. Then she tosses her head, walks determinedly over to SUB, and standing with her hands on her hips, speaks in a commanding voice.

Con. Well! You heard it. Wake up. It is the appointed time. Get down there and write.

Sub. [*Weakly and all aflutter.*] Please! Please! Oh, please don't make me!

Con. [*Firmly.*] Get down there and write.

Sub. Oh, please! I can't write today. I just can't.

Con. Nonsense. That's what you said yesterday—and the day before, and the day before that.

Sub. But today—actually—I can't. Something's—something's wrong.

Con. *What is wrong?*

Sub. I—I think it's the weather. These foggy days—they depress me. They're like—like a wet blanket.

Con. Forget the weather. Besides that's a threadbare simile.

Sub. I think it's mainly the date—the eleventh. The eleventh is always our unlucky day. Everything we ever wrote on the eleventh was dry as the sands of the Sahara.

Con. There's no such thing as luck, and that cliché is painful. Get down there and write.

Sub. But really, don't you think we first ought to take a little walk in the nice fresh air? That's what we need—fresh air and exercise. We're indoors too much.

Con. Air! Exercise! Bah!

Sub. Well, we've simply got to do something to induce the mood. We can't work if we're not in the mood. You know that. We first have to figure some way to work up a little inspiration.—I have it! I know exactly what we need! We need the stimulus of contact with other writers. Let's go right down and have a little talk with Lilly McMintery. She's always so stimulating.

Con. No!

Sub. Then how about a little talk with Homer Hollingsbery about his new novel?

Con. No!

Sub. Well—perhaps, after all, the very best thing for us would be to see a good movie. Movies always stimulate us. How about "Follow the Fleet"?

Con. [*Hesitating*] Oh—oh, I don't believe we dare.—No. No, we can't do it. We simply can't. We have to work.

Sub. Very well then. Get to work. [*She extends her hands to indicate the work in the cluttered room. She adjusts the pillows and prepares to settle down to sleep again.*]

Con. You know what I mean—work at writing.



Sub. *What?* Work at writing in this mess? With dishes to be washed? With ironing still undone? Look at this! [*She holds up a ragged sock, and sticks her fingers through the holes.*] There is not one good sock to the entire family name.

Con. The socks will have to wait. Writing is our business now. It is the most important.

Sub. [*With a superior smile.*] Really now? Just to whom is our writing so important?

Con. [*Defensively.*] Well—it's important to us—and—to the whole world—perhaps.

Sub. [*Bursting into laughter.*] I can hear the world holding its breath while it waits for us!

Con. Oh, why must you be so sarcastic? I'm dreadfully in earnest. I do so want to write something.

Sub. [*In mock consolation.*] Of course you do, dearie. You'd like us to fly too, wouldn't you?

Con. But we actually can write—a little. We've proved that. Look what we did in "Love in a Tree-Top."

Sub. *That tripe!*

Con. Then what about "The Bride Takes a Walk"? That certainly hit a slick.

Sub. I suppose one can almost count on a certain percentage of accidents happening.

Con. Another trite statement, and what do you mean by it?

Sub. I mean the affair was an accident—that's all. Most likely the editor was out and the office boy had charge. [*Growing more assertive.*] We couldn't do that again.

Con. [*Holding her head high.*] I don't want to do that again. I want to do something better.

Sub. Better! Ha ha. That's very fine talk, my dear. Very fine talk.

Con. But, oh, how I want to! I really think we've at last found our field. Now I want to accomplish something in it.

Sub. [*Growing triumphant, speaks in mock consideration.*] Connie, dear, this is your field. [*She extends her hands to indicate the housework.*] Get your broom, and your dust-cloth. Clean the house thoroughly. Mend the socks. Get everything in order now so that someday later you can work with me. This is your field now, and while you are at work in it I will try to get a little sleep. It is my beauty sleep, you know. I must have plenty of it so that some day when I awaken refreshed I can help you to write those wonderful things.

[*Con is gradually coming under Sub's spell. She is listening now as if entranced.*]

Con. Oh, do you really think we can write wonderful things some day?

Sub. Yes, dear. Some day. Some beautiful some-day. [*They sit down side by side. They gaze off into space.*]

Con. Some day! Oh, won't it be wonderful some day? We will be famous.

Sub. With our names on the covers—

Con. —of the *Post*, *The Ladies' Home Journal*—

Sub. —maybe the *Atlantic*.

Con. We will be rich.

Sub. —and honoured.



[*Sub is growing drowsy. She lies down to go to sleep. Con sways back and forth, continuing her day-dreaming.*]

Con. —Movie rights—Foreign rights—Riches—Honours—

[*A clock sounds. Con jumps to her feet. She rushes frantically back and forth across the room. She wrings her hands as if in despair. Then suddenly she marches over to Sub, seizes her by the shoulders, and shakes her violently.*]

Con. Wake up! Wake up! Can't you see what we've done? We've wasted an entire hour!

Sub. [*Rubbing her eyes.*] Wasted an hour? Well, well, well! That is too bad. Now we won't be able to write at all today. We haven't any time.

Con. [*Frantically.*] Oh! Oh! Oh! We haven't any time. [*She rushes back and forth across the stage crying. Sub follows her.*]

Together. We haven't any time. We haven't any time!

Con. [*Sinking down on the lounge.*] Now see what you've done!

[*Sub drops down beside her.*]

Con. Oh, you're hopeless.

Together. [*Weeping.*] We're both hopeless. [*Weeping wildly.*] Everything's hopeless!

[*Quick Curtain.*]

CHECKS AND REJECTIONS

(Continued from Page 2)

Granted that the custom of multiple submissions were fully accepted, still, human nature being what it is, the editor would probably be inclined to give preference to the writer who submitted work to him exclusively—just as the average editor now is more inclined to favor the writer who gives him first look at every yarn. He knows that the manuscript was written with his needs in mind.

Again, a situation might frequently arise in which a manuscript could not be read within a short time after its arrival in the magazine or book office. In such an event, the editor might reason that his chances of beating the other editors to it were already handicapped and, as a consequence, might not bother to read it at all.

The American Writers Union contemplates that the writer would attach a slip informing the editor that the manuscript is being submitted under the Free Presentation Plan. There would be nothing unethical in doing this

under present conditions, if the writer desired to take a chance.

Good arguments for or against the plan will be welcomed for publication.

WRITERS' CONGRESS CALLED

The League of American Writers, with headquarters at 125 E. 24th St., New York, has issued a call for a National Writers' Congress to be held in New York City on June 4, 5, and 6, 1937. The program will open with a mass meeting Friday night, June 4th, at Carnegie Hall. The papers and discussions will deal principally with social and world movements which vitally affect writers and with the preservation of democracy and maintenance of cultural standards against the inroads of fascism.

Awards will be voted to the most socially important contributions in American letters published in the year ending May 1, 1937. One award will be voted for each of the following classifications: the novel, drama, poetry, criticism, biography, miscellaneous.

THE AUTHOR & JOURNALIST'S HANDY MARKET LIST

FOR LITERARY WORKERS ♦ ♦ PUBLISHED QUARTERLY

JUNE, 1937

The Handy Market List is designed to give, in brief, convenient form, the information of chief importance to writers concerning periodical markets. Constant vigilance is exercised to keep this list up to the minute. New publications, changes of address, and changes of editorial policy are closely followed in preparing for each quarterly publication. A few obvious abbreviations are employed; M-20 means monthly, 20 cents a copy; 2-M, twice monthly; Bi-M, bi-monthly; W, weekly; Q, quarterly, etc. Numbers indicate preferred word limits. Acc. indicates payment on or reasonably soon after acceptance; Pub., payment on or after publication. First-class rates, around 5 cents a word or better; good rates, an average around 1 cent or better; fair rates, around ½ cent; low rates, under ½ cent. Editor's name is given when available. When possible the name of magazine is followed by a key-word indicating the publishing house banner under which magazine is issued. S. & S. indicates Street & Smith; Doubleday indicates Doubleday, Doran & Co.; etc. The notation "Slow" or "Unsatisfactory" after a listing is a warning that delays in payment or non-payment for material have been reported; writers submit manuscripts to such markets at a risk. All editors insist upon the enclosure of return postage, preferably stamped, addressed envelopes.

LIST A

General periodicals, standard, literary, household, popular and non-technical, which ordinarily pay on acceptance at rates of about 1 cent a word or better.

- Acc G-Man Magazine**, (Popular) 205 E. 42nd St., New York. (Bi-M-10) Short-stories, novelettes 9000, novels 15,000, involving activities of G-Men. Rogers Terrill, ed. director; Loring Dowst, ed. 1c. Acc.
- Acc High**, (Popular) 205 E. 42nd St., New York. (M-10) Fast-action old-west adventure short-stories up to 6000; novelettes 11,000, novels 18,000; Western fact articles 1000. Rogers Terrill, Ed. director; Willard Crosby, Ed. 1c up. Acc.
- Action Stories**, (Fiction House) 461 8th Ave., New York. (Bi-M-20) Fast-moving, dramatic Western short-stories, 3000-12,000; novelettes; some woman interest, occasional animal stories. Malcolm Reiss. 1c up. Acc.
- Adventure**, (Popular) 205 E. 42nd St., New York. (M) Distinctive adventure short-stories, novelettes. Howard Bloomfield. 1½c up, fillers 1c. Acc.
- Air Trails**, (S. & S.) 79 7th Ave., New York. (M-15) Modern aviation short-stories 3000-5000; novelettes 8000-10,000; novels arranged for; air articles 2000-3000. F. Orlin Tremaine. 1c up. Acc.
- All Story**, (Munsey) 280 Broadway, New York. (W-15) Dramatic, emotional love short-stories, heroine's viewpoint, 4000-7000, novelettes up to 12,000; short serials 25,000-30,000. Miss Amira Fairgrieve. Good rates, Acc.
- All Western**, (Dell) 149 Madison Ave., New York. (M-10) Dramatic Old-West short-stories 5000, novelettes 10,000-15,000, romantic interest, humor; occasional "fillers." Arthur Lawson; Jack Burr, associate. 1½c up. Acc.
- American Cavalade**, 420 Lexington Ave., New York. (M-25) High-grade short-stories 750-3000, serials 25,000-30,000; timely articles 1250-2500, usually arranged for; verse, Thomas B. Costain. 10c up, verse \$50 to \$100, jokes \$5 up. Acc.
- American Magazine**, The, (Crowell) 250 Park Ave., New York. (M-25) Short-stories 3500 to 6000; serials 50,000; short shorts 1500 to 1800; mystery novelettes 20,000 to 25,000; "Vignettes" under 500. Articles usually arranged for or staff-written. Sumner N. Blossom; Albert Benjamin, fiction Ed. Good rates, Acc.
- American Mercury**, The, Ridgefield, Conn. (M-25) Reviews, comment, essays; serious and political articles, short-stories, 3000, novelettes; verse. Paul Palmer. 2c up. Acc.
- Argosy**, (Munsey) 280 Broadway, New York. (W-10) Good fiction, every variety, sound characters, romantic elements, colorful background. Short-stories 1000-7000; novelettes 10,000-25,000; serials up to 90,000 (installments 10,000-12,000). Jack Byrne. Good rates, Acc.
- Asa**, 40 E. 49th St., New York. (M-35) Interpretive articles on oriental life, politics, art, culture, exploration and thought, Russia included, 1800-3800. Oriental fiction; translations. Richard J. Walsh. 2c. Acc.
- Astounding Stories**, (S. & S.) 79 7th Ave., New York. (M-20) Pseudo-scientific, fast-moving short-stories, up to 6000; novelettes 12,000-20,000. F. Orlin Tremaine. 1c up. Acc.
- Atlantic Monthly**, 8 Arlington St., Boston. (M-40) Essays, human-interest articles; sketches, short-stories, verse; high literary standard. Ellery Sedgwick. Good rates, Acc.
- Ballyhoo**, (Dell) 149 Madison Ave., New York. (M-15) Humorous cartoons, gags. Norman Anthony. Good rates, Acc.
- Black Mask**, (Warner) 515 Madison Ave., New York. (M-15) Realistic, convincing, natural, action fiction in crime-detective field, likable, he-man heroes; all lengths, short shorts to novelettes, up to 18,000. Fanny Ellsworth. Good rates, Acc.
- Blue Book**, (McCall) 230 Park Ave., New York. (M-15) Western, mystery, adventure short-stories, novelettes. True-experience contests. Donald Kennicott. 2c up. Acc.
- Breezy Stories and Youngs**, 55 W. 3rd St., New York. (M-20) Love short-stories with sex interest, 4000-5000; novelettes 8000-10,000. Phil Painter. 1c. Acc.
- Canadian Home Journal**, 71 Richmond St. W., Toronto, Ont. (M-10) Short-stories up to 5000, 4 to 6-part serials; articles of interest to Canadian women, 2500. W. Dawson. Good rates, Acc.
- Chatelaine**, The, (Maclean) 481 University Ave., Toronto, Canada. (M-10) Short-stories of love, married-life problems, parental problems, mystery, adventure, 3500-5000; short serials. Articles, Canadian woman interest, up to 2000. Byrne Hope Sanders. 1c up. Acc. or Pub.
- Clues-Detective Stories**, (S. & S.) 79 7th Ave., New York. (M-10) Rapid-action detective short-stories up to 5000; novelettes 9000-15,000, woman interest permitted. F. E. Blackwell. 1c up. Acc.
- College Humor** (Thrilling) 22 W. 48th St., New York. (M-15) Humorous articles, short-stories, sketches, miscellany, cartoons. Robert A. Pines. Good rates, Acc.
- College Life**, (Thrilling) 22 W. 48th St., New York. (Q-25) Swift-moving, realistic short-stories, collegiate or other adolescent background, 3000-5000; short short-stories 1000, articles 1200; humorous verse 4 to 6 lines; jokes, N. L. Pines, 1½c up, verse 10 to 20c line, jokes 35 to 50c. Acc.
- Collier's**, (Crowell) 250 Park Ave., New York. (W-5) Short-stories up to 5000; serials up to 60,000; articles on popular questions of the day 3500-5000; short short-stories. Wm. L. Chenery. First-class rates, Acc.
- Columbia**, 45 Wall St., New Haven, Conn. (M-10) Knights of Columbus publication. Articles on contemporary science, travel, sport, topics of general interest for men 2500-3500; action short-stories 5000; verse. John Donahue. 1 to 3c. Acc.
- Commentator**, The, 101 Park Ave., New York. (M-25) Feature articles, essays based on current news, 400-1800; fillers; spot stories; occasional humor. Lowell Thomas; Hawthorn Daniel, Mng. Ed. Good rates, Acc.
- Complete Stories**, (S. & S.) 79 7th Ave., New York. (Bi-M-15) Adventure, business, crime, detective, Western short-stories, novelettes 8000-15,000; novels 20,000-25,000. Hazlett Kessler. Good rates, Acc.
- Coronet**, 919 N. Michigan Ave., Chicago. (M-35) Articles of believe-it-or-not type, essays on cultural subjects, 1500-3000; short-stories 1000-3000; fact items 100-400; photos. Average \$100 per article. Acc.
- Cosmopolitan Magazine**, (Hearst) 959 8th Ave., New York. (M-25) Outstanding short-stories 5000-7000; short shorts 1000-2000; novelettes 10,000-20,000; serials 50,000-60,000; book-length novels. Articles of cosmopolitan interest 2000-4000; long (book-length) non-fiction features and serials. Occasional verse. Harry Payne Burton. First-class rates, Acc.
- Country Gentleman**, (Curtis) Independence Sq., Philadelphia. (M-10) Short-stories up to 6500; serials; articles 3000-4000; articles for women; humorous sketches; jokes. Philip S. Rose. First-class rates, Acc.
- Cowboy Stories**, (S. & S.) 79 7th Ave., New York. (M-10) Fast-action Western short-stories, modern elements permitted, 2500-5500; novelettes 10,000-15,000; occasional humorous shorts. F. Orlin Tremaine, 1c up. Acc.
- Cue Magazine**, 6 E. 39th St., New York. (M) Articles 1500-1800, short-stories 1200-1500, concerned with smart metropolitan activities and personalities. Jesse Zunsner. \$15 to \$20 per article. Acc.
- D. A. C. News**, Detroit Athletic Club, Detroit, Mich. (M-25) Humorous short-stories, articles, up to 1500; verse, jokes, fillers, art work, cartoons; cartoon ideas. Chas. A. Hughes. First-class rates, Acc.
- Dare-Devil Aces**, (Popular) 205 E. 42d St., New York. (M-10) Thrilling Western-front air short-stories 3000-6000, novelettes 10,000-12,000. Wm. Fay, 1c up. Acc.
- Daring Detective** (Country Press) 1501 Broadway, New York. (M-10) Illustrated dramatic fact crime stories up to 5000; must have woman interest; love crimes, triangles, etc. Leonard W. Diegre. 1c up, photos \$3. Acc. Advisable to query.
- Detective Action Stories**, (Popular) 205 E. 42nd St., New York. (M-10) Plotted and motivated detective action short-stories 1200-6000, novelettes 10,000-20,000. (No deductive stories.) Ralph Perry. 1½c. Acc.
- Detective Fiction Weekly**, (Munsey) 280 Broadway, New York. (W-10) Detective, crime, mystery short-stories 1000-6000; novelettes 12,000-15,000; serials 40,000-80,000. Fact stories of murder mysteries 2000-6000; fillers 200. Jack Byrne, Ed. Dir. 1½c. Acc.
- Detective Story Magazine**, (S. & S.) 79 7th Ave., New York. (M-20) Detective short-stories 2500-5000; novelettes 25,000-45,000. F. E. Blackwell; Dorothy Hubbard, associate. 1c up. Acc.
- Detective Tales**, (Popular) 205 E. 42nd St., New York. (M) Emotional short-stories against a crime background up to 4000; novelettes 9000; novels 15,000; dramatic situations, glamorous detective action. Rogers Terrill, ed. director, Henry T. Sperry, ed. 1½c up to 3000, 1c up over 3000. Acc.
- Dime Detective Magazine**, (Popular) 205 E. 42d St., New York. (M-10) Mystery and action short-stories 5000, emphasizing menace and horror; novelettes 10,000-15,000. Kenneth White. 1c up. Acc.

- Dime Mystery**, (Popular) 205 E. 42d St., New York. (M-10) Thrills, chills, mystery, in novels 17,000; novelettes 9000-12,000; short-stories up to 6000; love interest. Rogers Terrill, ed. director; Henry T. Sperry, ed. 1c up, Acc.
- Dime Sports**, (Popular) 205 E. 42d St., New York. (M-10) Sport short-stories 4000-6000; novelettes 10,000-12,000, youthful collegiate or professional players, actual games featured. Woman interest not desirable. Submit three months ahead of season. Alden H. Norton, 1c up, Acc.
- Dime Western Magazine**, (Popular) 205 42d St., New York. (M-10) Vigorous, human Western short-stories 2000-6000; novelettes 10,000; novels 18,000; girl interest, realistic characterization. Rogers Terrill, ed. director; Mike Tilden, ed. 1c up, Acc.
- Doc Savage Magazine**, (S. & S.) 79 7th Ave., New York. (M-10) Action-adventure, modern-Western short-stories up to 6000, American heroes, any locale. John L. Nanovic, 1c, Acc.
- Dynamic Detective**, (Country Press) 1501 Broadway, New York. (M-10) Illustrated dramatic fact crime stories up to 5000. Leonard W. Diegre. 1c up, photos \$3, Acc. Advisable to query.
- Elks Magazine**, 50 E. 42d St., New York. (M-20) Adventure. Romance, Western, Mystery, historic short-stories; articles on up-to-date subjects, 5000. John K. Tener; Coles Phillips, Mng. Ed. First-class rates, Acc.
- Esquire**, 919 N. Michigan Ave., Chicago. (M-50) Sophisticated unsentimental articles; masculine viewpoint; essays, sketches, short-stories, 1500-4000; cartoons, cartoon ideas, photos. (No women writers.) Arnold Gingrich. 3c to 10c, Acc.
- Farmer's Wife**, 61 E. 10th St., St. Paul, Minn. (M-5) Articles for farm women of general and household interest; short-stories especially for young women, short serials, verse, cartoons. F. W. Beckman, 1c up, Acc.
- Federal Agent**, (Dell) 149 Madison Ave., New York. (M-10) Realistic, emotional, action short-stories of G-men, postoffice inspectors, narcotic squad, treasury sleuths, and other government departments; 4500-6000, novelettes 9000-12,000. Arthur Lawson. 1½c, Acc.
- Feds, The**, (S. & S.) 79 7th Ave., New York. (M-10) Short-stories of all government crime-fighting organizations 2000 up, novelettes up to 10,000. Fast action. Hero must be government agent. John L. Nanovic, 1c, Acc.
- Fight Stories**, (Fiction House) 461 8th Ave., New York. (Q-20) Ring-action short-stories, novelettes. Malcolm Reiss, 1c up, Acc. (Overstocked.)
- Five Novels**, (Dell) 149 Madison Ave., New York. (M-20) Western, adventure, sport, mystery, romantic novels 18,000-20,000, love interest. F. A. McChesney. 1½c, Acc.
- Foreign Service**, Broadway at 34th St. Kansas City, Mo. (M) Official publication V.F.W. Short-stories of interest to A. E. F. veterans based on fact or personal experience, up to 2500. Barney Yanofsky. 2c up, Acc.
- For Men—and Men Only**, 1501 Broadway, New York. (M-25) Gusty articles with male appeal, 2000-2500; fillers; no fashions. Fred J. Feldkamp. Slightly under 3c, Acc.
- Four Star Love**, (Popular) 205 E. 42d St., New York. (M-10) Glamorous short-stories, novelettes, of young love 3000-10,000. Jane Littell. 1 to 2c, Acc.
- Frontier Stories**, (Fiction House) 461 8th Ave., New York. (Q-20) Adventure short-stories, novelettes of the old West. Malcolm Reiss, 1c up, Acc.
- Front Page Detective**, (Dell) 149 Madison Ave., New York. (M-25) True stories of detective investigations, preferably under official by-lines; also exposes and first-person stories by criminals. West F. Peterson. 1½c to 2c, photos \$2.50, Acc.
- Globe**, 157½ W. 5th St., St. Paul, Minn. (M-25) World travel and romance. Short-stories with typical local backgrounds up to 2000; serials up to 10,000; feature articles, personalized reports on places and people in various parts of world; photos. Translations. J. W. G. Dunn, Jr. 1c Acc.
- G-Men**, (Thrilling) 22 W. 48th St., New York. (M-10) Glamorous short-stories around activities of Federal Bureau of Investigation 1000-6000; novelettes 7000-10,000. Leo Margulies. 1c up, Acc.
- Good Housekeeping**, (Hearst) 57th St. and 8th Ave., New York. (M-25) Women's interests. Young love short-stories up to 5000, serials. Overstocked on articles and verse. W. F. Bigelow. 5c up, Acc.
- Harper's Bazaar**, 572 Madison Ave., New York. (M-50) Light, humorous articles on social phases; love, domestic topics; short-stories; verse. George Davis. Good rates, Acc.
- Harper's Magazine**, 49 E. 33d St., New York. (M-40) Human-interest articles; essays; short-stories 4000 to 7000; serials up to 60,000; verse; high literary standards. Lee F. Hartman. First-class rates, Acc.
- High Heels**, (Utem Pubs.) 381 4th Ave., New York. (M-15) Not too sexy, romantic young-love short-stories 1000-3000. M. R. Reese, 1½c up, cartoons \$10, Acc.
- Holland's, The Magazine of the South**, Main and 2d Sts., Dallas, Tex. (M-10) Articles of interest to Southern women 1000-1500; love, outdoor, domestic short-stories 5000-6000; serials 60,000-80,000; verse. F. P. Holland. 1½ up, photos \$2 up, Acc.
- Horror Stories**, (Popular Pubs.) 205 E. 42d St., New York. (Bi-M-15) Mystery, terror short-stories up to 6000; novelettes 10,000-15,000. Rogers Terrill, ed. director; Loring Dowst, ed. 1c up, Acc.
- Household Magazine**, 8th and Jackson Sts., Topeka, Kan. (M-20) Household and general articles, short-stories about 1000, also 2500 to 5000; serials 20,000 to 50,000; overstocked with verse. Nelson Antrim Crawford. 2c up, verse 50c line, Acc.
- Inside Detective**, (Dell) 149 Madison Ave., New York. (M-20) True stories of crime investigation under official by-line, 1000-6000; preferably with woman interest. West F. Peterson. 1½ to 2c, photos \$2.50, Acc.
- Knockout**, (Popular) 205 E. 42nd St., New York. (Bi-M-10) Short-stories of the prize ring 2000-6000, novelettes 8000-10,000. William Fay. 1c up, Acc.
- Ladies' Home Journal** (Curtis) Independence Sq., Philadelphia. (M-10) Articles 3000 to 5000; short-stories 5000 to 7000, serials, short lyric verse. Bruce Gould, Beatrice Blackmar Gould. First-class rates, Acc.
- Lariat Story Magazine**, (Fiction House) 461 8th Ave., New York. (Bi-M-20) Fast moving, colorful stories, ranch-and-range locale, 10,000; some woman interest. Malcolm Reiss, 1c up, Acc.
- Laugh**, (Thrilling) 22 W. 48th St., New York. (M) Humorous photographs, cartoons, gags, 500-word stories. Leo Margulies. Good rates, Acc.
- Liberty**, (Macfadden) Chanin Bldg., New York. (W-5) Romantic, adventure, humorous short-stories, youthful appeal, 1000-5000; serials about 42,000; timely human-interest articles. Fulton Oursler. First-class rates, Acc.
- Life**, 135 E. 42d St., New York. (M) Human-interest news photos, Willard D. Morgan. \$5 up, Acc.
- Lone Eagle, The**, (Thrilling) 22 W. 48th St., New York. (Bi-M-10) Thrilling war-air and modern air short-stories 1000-6000. Leo Margulies, ed. director, 1c up, Acc.
- Look**, Des. Moines, Ia. (M-10) Photos of intense human interest and action. Vernon Pope. \$5 up, Acc.
- Love and Romance**, (Macfadden) Chanin Bldg., New York. (M-15) True, first-person short-stories 1500-7500; serials 15,000-35,000. Henry Lieferant. 2c to 4c, Acc.
- Love Book Magazine**, (Popular) 205 E. 42nd St., New York. (M-10) Glamorous young love short-stories, novelettes, 3000-12,000; little verse. Jane Littell. 1 to 2c, Acc.
- Love Fiction Monthly**, (Ace Mags.) 67 W. 44th St., New York. (M-10) Glamorous, romantic love short-stories 3000 to 6000; novelettes 10,000 to 15,000; romantic verse. Mrs. Rose Wyn. 1c, verse 25c line, Acc.
- Love Romances**, (Fiction House) 461 8th Ave., New York. (Q-20) Romantic short-stories, novelettes. Malcolm Reiss, 1c up, Acc. (Overstocked.)
- Love Story Magazine**, (S. & S.) 79 7th Ave., New York. (W-15) Modern love short-stories 3500-5000; novelettes 6500; 2 to 4-part serials, installments 5000-7000; verse up to 16 lines. Daisy Bacon; Esther J. Ford. Good rates, Acc.
- Maclean's** (Maclean) 481 University Ave., Toronto, Canada (2M-5) Short-stories, Canadian interest—love, romance, sea, mystery, adventure, outdoor, up to 5000; serials 30,000-65,000. Articles of Canadian interest. H. Napier Moore. 1c up, Acc.
- Mademoiselle**, (S. & S.) 1 E. 57th St., New York. (M-25) Youthful, smart, romantic, witty short-stories, articles 1000-3500; light, brisk personality sketches; cartoons, 2c, Acc.
- Master Detective, The**, (Macfadden) Chanin Bldg., New York. (M-15) True crime stories 4000-7000 John Shuttleworth. 2c, photos \$1 to \$5, Acc.
- McCall's Magazine**, (McCall) 230 Park Ave., New York. (M-10) General and household interests; short-stories 5000-7500, serials 50,000; articles 2500. Otis L. Wiese. First-class rates, Acc.
- Modern Romances**, (Dell) 149 Madison Ave., New York. (M-10) First-person, real life short-stories up to 7500; longer stories up to 13,000; 3 and 4 part serials; short lengths 1200. Helen J. Day. 2c, Acc.
- National Geographic Magazine**, 1156 16th St., N. W., Washington, D. C. (M-50) Official journal National Geographic Society. Authoritative human-interest articles on geographic subjects with photographs; also photographs separately. Send for brochure explaining pictorial requirements. Gilbert Grosvenor. First-class rates, Acc.
- New Republic, The**, 40 E. 49th St., New York. (W-15) Articles on current social, political, economic questions 1500 to 2500; sketches of character background 1000; short-stories 1500; exceptional verse. Bruce Bliven. 2c, Acc.
- New Yorker, The**, 25 W. 43d St., New York. (W-15) Short-stories and humor 400 to 2000; factual and biographical material up to 2500; verse. Good rates, Acc.
- North West Stories**, (Fiction House) 461 8th Ave., New York. (Q-20) North-west, trading, trapping, logging, etc. short-stories, novelettes. Malcolm Reiss, 1c up, Acc. (Overstocked.)
- Official Detective**, 731 Plymouth Court, Chicago. (2M) True detective crime-detection stories under official by-line 5000-7000; photos. Harry Keller. 2c, Acc.
- Operator No. 5** (Popular) 205 E. 42d St., New York. (M-20) Secret service short-stories up to 5000; lone-handed struggle against large foreign espionage odds. Rogers Terrill, ed. director; Linton Davies, associate ed. 1c, Acc.
- Parents' Magazine, The**, 9 E. 40th St., New York. (M-25) Articles on family relationships, child care, etc. 2500-3000. Clara Savage Littledale. 1 to 1½c, Acc.; jokes, pointers for parents, recipes, childhood and teen-age problems, \$1 each, Pub.
- Pennac, The**, Rittenhouse Square, Philadelphia. (M-25) Sport articles, storyettes, humor 1000 to 1500. M. A. Kelly. 1½c, photos \$1 up, Acc. (Overstocked.)
- Personal Adventure**, (Utem) 381 4th Ave., New York. (M) True, first-person adventure stories, all types, 3000-6000; must have sincerity, novelty, excitement, suspense. Ideas purchased. J. A. Rosefield. 1 to 1½c, Acc.
- Phantom Detective, The**, (Thrilling) 22 W. 48th St., New York. (M-10) Fast-action detective, crime short-stories 1000-6000. Leo Margulies, Ed. Director. 1c up, Acc.
- Pictorial Review Combined with Dellineator**, (Hearst) 57th St. at 8th Ave., New York. (M-10) Articles of interest to women 2500-3500; short-stories, serials 60,000; book-length novels; occasional verse. Herbert R. Mayes. First-class rates, Acc.
- Pocket Detective Magazine**, (S. & S.) 79 7th Ave., New York. (M-15) Detective, mystery, detective-action short-stories 5000; novelettes 10,000, emphasis on interesting characters, strong motivation. F. E. Blackwell. 1 to 3c, Acc.
- Pocket Love**, (S. & S.) 79 7th Ave., New York. (M) Romantic short-stories 1500-6000, novelettes 6000-8000, novels 12,000-15,000. Miss Daisy Bacon. 1c up, Acc.
- Pocket Western**, (S. & S.) 79 7th Ave., New York. (Bi-M-15) Western-adventure short-stories up to 5000, novels 12,000-25,000. F. E. Blackwell, Dorothy Hubbard. Up to 1½c, Acc.
- Popular, The**, (S. & S.) 79 7th Ave., New York. (Bi-M-25) Short-stories stressing characterization up to 6000; verse. A. Lawrence Holmes, 1c, Acc. (Overstocked.)
- Popular Detective**, (Thrilling) 22 W. 48th St., New York. (M-10) Detective short-stories, 1000-6000; novelettes 7000-10,000. Leo Margulies. 1c up, Acc.

- Popular Love**, (Thrilling) 22 W. 48th St., New York. (M-10) Smart, sophisticated love short-stories, from girl angle, 1000-6000, novelettes 8000-10,000. Leo Margulies. 1c up, Acc.
- Popular Sports**, (Thrilling) 22 W. 48th St., New York. (M-10) Sport short-stories 1000-6000, novelettes 7000-8000; one short novel each issue, 15,000. Mature angle, slight woman interest allowed. Leo Margulies. 1c up, Acc.
- Popular Western**, (Thrilling) 22 W. 48th St., New York. (M-10) Western short-stories 1000-7000; novelettes 8000-10,000. Leo Margulies. 1c up, Acc.
- Railroad Stories**, (Munsey) 280 Broadway, New York. (M-15) Short-stories, novelettes, first-person true tales, railroad background, including electric lines and trolley cars, 1500-15,000. Railroad poetry, masculine appeal, no wrecks. Query on fact articles. Freeman H. Hubbard. 1½c up, verse 25c line, Acc.
- Ranch Romances**, (Warner) 515 Madison Ave., New York. (Bi-W-15) Western love short-stories 4000-6000; novelettes 10,000-12,000; novels 25,000-30,000; serials under 60,000; fillers up to 500; verse. Fanny Ellsworth. 1c, Acc.
- Rangeland Romances**, (Popular) 205 E. 42d St., New York. (M-10) Emotional love short-stories, old West, woman's viewpoint 5000, novelettes 9000, novels 15,000, articles 1000. Rogers Terrill, ed. director; Mike Tilden, ed. 1c up, Acc.
- Real Detective**, 250 Park Ave., New York. (M-25) True illustrated crime stories; 5000-6000; authenticated exposes. Arthur Mefford. 1½c, photos \$2 to \$3, Acc.
- Redbook**, (McCall) 230 Park Ave., New York. (M-25) Short-stories, serials, complete novels, novelettes, feature articles. Edwin Balmer. First-class rates, Acc.
- Romance Magazine**, (Popular) 205 E. 42d St., New York. (M) Glamorous love short-stories 3000-10,000. Jane Littell. 1c up, Acc.
- Romantic Range**, (S. & S.) 79 7th Ave., New York. (M-10) Western love short-stories 4000-5000, novelettes 10,000-15,000. F. Orlin Tremaine. 1c up, Acc.
- Romantic Stories**, (Fawcett) 1501 Broadway, New York. (M-10) First person, confession short-stories, strong romantic-sex angles 4000-5000, serials up to 15,000, articles 3000-4000; short shorts 1000-2500. Miss Mary Lou Butler. 1½ to 3c, Acc.
- Rotarian**, The, 35 E. Wacker Drive, Chicago. (M-25) Authoritative articles on business and industry, social and economic problems, travel sketches, humor, essays, 1500-2000. Little fiction used. Leland D. Case. First-class rates, Acc.
- Saturday Evening Post**, The (Curtis) Independence Sq., Philadelphia. (W-5) Articles on timely topics 3000-5000; short-stories 5000-9000; serials up to 90,000; humorous verse; skits, cartoons. Wesley Winans Stout. First-class rates, Acc.
- Scribner's Magazine**, 3 E. 48th St., New York. (M-25) Stories and articles about the American scene—social, moral, political. Short-stories 2000-4000, articles 3500. Harlan Logan. Good rates, Acc.
- Secret Agent "X"**, (Ace Mags.) 67 W. 44th St., New York. (M-10) Detective and G-men short-stories 3000 to 6000; novelettes 10,000 to 15,000, sinister note, menace and horror. Detective articles. Rose Wyn. 1c, Acc.
- Secrets** (Ace Mags.) 67 W. 44th St., New York. (M) Dramatic, first-person stories from real life, sincere and emotional shorts 3000-6000, novelettes 9000-12,000. Rose Wyn. Over 1c, Acc.
- Shadow Magazine**, (S. & S.) 79 7th Ave., New York. (2M-10) Action detective short-stories 1500 to 6000, detective or police heroes. John L. Nanovic. 1c, Acc.
- Silk Stocking Stories**, (Ulltem Pubs.) 381 4th Ave., New York. (M-15) Not too sexy, romantic young-love short-stories 1000-3000; girl's or boy's viewpoint. M. R. Reese. 2c, verse 25c line, Acc.
- Skipper**, The, (S. & S.) 79 7th Ave., New York. (M-10) Fast, tough mystery-adventure short-stories, novelettes, 2000-8000; any locale, American heroes preferred. John L. Nanovic. 1c, Acc.
- Sky Fighters**, (Thrilling) 22 W. 48th St., New York. (M-10) Thrilling air-war short-stories 1000-6000, novels 15,000. Leo Margulies, ed. director. 1c up, Acc.
- Smart Love Stories**, (S. & S.) 79 7th Ave., New York. (M-15) Love short-stories 4000-6500; serials 20,000-30,000. Daisy Bacon, Esther J. Ford. Good rates, Acc.
- Spider**, The, (Popular) 205 E. 42d St., New York. (M-10) Short-stories up to 5000 of philanthropic, volunteer crime fighters. Novel arranged for. Rogers Terrill, ed. director; Linton Davies, associate. 1c up, Acc.
- Sports Novels**, (Popular) 205 E. 42d St., New York. (M) Sport novelettes 10,000; short-stories 5000-6000; fact articles 3000. Wm. Fay. 1c up, Acc.
- Sport Story Magazine**, (S. & S.) 79 7th Ave., New York. (2M-10) Competitive sport short-stories up to 5000; novelettes 10,000 (query on serials, articles). Ronald Oliphant. Good rates, Acc.
- Stag**, 570 7th Ave., New York. (M) Sophisticated articles, essays, short stories 1500-2000; verse, fillers. Arthur Brackman, Mng. Ed. 1c or by arrangement, Acc.
- Startling Detective Adventures**, (Country Press) 1501 Broadway, New York. (M-15) True detective stories, solved cases, 1000-5000; serials 2 to 3 parts, 4000-5000 each installment; photos essential. Convict, police cartoons. Leonard W. Diegre. 1½c up, photos \$3 up, cartoons \$5, Acc. (Advisable to query.)
- Star Western Magazine**, (Popular) 205 E. 42d St., New York. (M-15) Dramatic, emotional, colorful short-stories of the old west, girl interest, up to 6000; novelettes 10,000-15,000. Rogers Terrill, ed. director; Mike Tilden, ed. 1c up, Acc.
- Sweetheart Stories**, (Dell) 149 Madison Ave., New York. (M-10) Clean, young love short-stories, swiftly moving, with ardent love interest, strong love conflict, 1500-5000; complete short novels 25,000-30,000, novelettes 10,000-20,000; serials 40,000-50,000. Helen MacVichie. 1 to 1½c, Acc.
- Tails**, 403 Central Bldg., Pasadena, Calif. (M-20) Articles of California interest, sophisticated short-stories, 400-2000. 1c up; verse, no payment; photos \$3, Acc.
- Ten-Story Love Magazine**, (Ace Mags.) 67 W. 44th St., New York. (M) Dramatic love short-stories 2000-6000; novelettes 8000-10,000; some young marriage love stories. Rose Wyn. 1c up, Acc.
- 10 Story Western**, (Popular) 205 E. 42d St., New York. (M-10) Romantic human-interest Western short-stories up to 5000; novelettes 9000; novels 15,000. Rogers Terrill, ed. director; Willard Crosby, ed. 1c up, Acc.
- Terror Tales**, (Popular) 205 E. 42d St., New York. (Bi-M-15) Mystery-terror short-stories with eerie overtones, love interest, 5000; novelettes 10,000; novels 17,000. Rogers Terrill, ed. director; Loring Dowst, ed. 1c up, Acc.
- Texas Rangers**, (Thrilling) 22 W. 48th St., New York. (M-10) Fast-moving, action-packed short-stories, Western law man's viewpoint, 1000-6000. Leo Margulies. 1c up, Acc.
- This Week**, (United Newspaper Mag. Corp.) 420 Lexington Ave., New York. (W) Adventure; romantic, mystery short-stories 1500 to 5000; short articles on popular science, adventure, sports, glamorous personalities, and subjects that make for a better America, 1000 to 1800 with photos; fillers 200-1000, cartoons. Mrs. William Brown Meloney. First-class rates, Acc.
- Thrilling Adventures**, (Thrilling) 22 W. 48th St., New York. (M-10) Action short-stories 1000-6000; novelettes 8000-10,000; novels 15,000-20,000. Foreign locales; American heroes; slight woman interest. Leo Margulies, Ed. Director. 1c up, Acc.
- Thrilling Confessions**, (Thrilling) 22 W. 48th St., New York. (Bi-M-10) Sensational, somewhat sexy first-person love stories 1000-6000. Leo Margulies, Ed. director. 1c, Acc.
- Thrilling Detective**, (Thrilling) 22 W. 48th St., New York. (M-10) Action-detective short-stories 1000-6000; novelettes 7000-10,000; novels 15,000-20,000. Leo Margulies. 1c up, Acc.
- Thrilling Love Magazine**, (Thrilling) 22 W. 48th St., New York. (M-10) Love short-stories 1000-6000; novelettes 8000-10,000; novels 15,000, girl's viewpoint. Leo Margulies, Ed. Director. 1c up, Acc.
- Thrilling Mystery**, (Thrilling) 22 W. 48th St., New York. (M-10) Horror-terror stories, detective-mystery angle, woman interest, 1000-10,000. Query on lead novels. Leo Margulies. 1c up, Acc.
- Thrilling Ranch Stories**, (Thrilling) 22 W. 48th St., New York. (M-15) Romantic action Western short-stories, novelettes 1000-10,000, novels 20,000. Leo Margulies. 1c up, Acc.
- Thrilling Sports**, (Thrilling) 22 W. 48th St., New York. (M-10) Sport short-stories 1000-6000, novelettes 7500-10,000; mature angle, woman interest allowed. Leo Margulies. 1c up, Acc.
- Thrilling Western**, (Thrilling) 22 W. 48th St., New York. (M-10) Action-packed thrilling Western short-stories 1000-6000; novelettes 8000-10,000; novels 15,000-20,000. Slight girl interest permissible. Leo Margulies. 1c up, Acc.
- Thrilling Wonder**, (Thrilling) 22 W. 48th St., New York. (M-10) Pseudo-scientific adventure stories up to 10,000. Leo Margulies. 1c up, Acc.
- Top-Notch Magazine**, (S. & S.) 79 7th Ave., New York. (M-10) Outdoor adventure short-stories 3000-5500; novels and novelettes 9000-15,000; occasional fantastic adventure stories. Short-stories 750-2000. F. Orlin Tremaine. Good rates, Acc.
- True Cases of Scotland Yard**, 39 W. Putnam Ave., Greenwich, Conn. (Q-25) True stories of solved English detective cases 4500-6000; news and police photos. W. M. Messenger. 1½c, photos \$3-\$5, Acc.
- True Confessions**, (Fawcett) 1501 Broadway, New York. (M-10) First-person, confession short-stories 4500-6000, based on sex problems; novelettes 12,500-15,000, serials up to 15,000; articles covering social problems, love, marriage, divorce. Miss Beatrice Lubitz. 1½ to 3c, Acc.
- True Detective Mysteries**, (Macfadden) Chanin Bldg., New York. (M-25) True detective, crime stories with actual photos, under official by-line, 4000-7000; serials, installments of 6000-7000. Send for detailed instructions and case cards. John Shuttleworth. Basic rate 2c, photos \$2 to \$5, Acc.
- True Experiences**, (Macfadden) Chanin Bldg., New York. (M-10) True first-person short-stories, serials 15,000-35,000. Henry Liefertant. 2c up, Acc.
- True Romances** (Macfadden) Chanin Bldg., New York. (M-20) True first-person short-stories 1000-8000; true-story serials 15,000-35,000. Henry Liefertant. 2c up, Acc.
- True Story Magazine**, (Macfadden) Chanin Bldg., New York. (M-15) True first-person short-stories; serials 25,000-40,000. William Jourdan Rapp. 2c, Acc.
- Vogue, Incorporating Vanity Fair**, (Nast) 420 Lexington Ave., New York. (2M-35) Articles on unusual travel, social activities, fashionable women's interests; essays on fads, foibles, interests of the day, 1500-2000; travel photos. Edna W. Chase. Good rates, Acc.
- War Birds**, (Dell) 149 Madison Ave., New York. (M-10) Realistic short-stories of navy and army flying, either World War or today, 5000; novelettes 10,000. Slight romantic interest. Arthur Lawson. 1c up, Acc.
- Western Romances**, (Dell) 149 Madison Ave., New York. (M-10) Romantic Western short-stories 4500-6000; novelettes 10,000-12,000. Arthur Lawson; Jack Burr, associate. 1½c, Acc.
- Western Story Magazine**, (S. & S.) 79 7th Ave., New York. (W-10) Western short-stories up to 5000; complete novels 20,000; serials up to 80,000, 12,000-word installments. F. E. Blackwell; Dorothy Hubbard, associate. Good rates, Acc.
- Whisperer**, The, (S. & S.) 79 7th Ave., New York. (M-10) Detective short-stories, novelettes, 2000-8000. Fast action, police or private officer heroes; tough in action, some woman interest. John L. Nanovic. 1c, Acc.
- Wild West Weekly**, (S. & S.) 79 7th Ave., New York. (W-10) Typical "Wild West" short-stories 3000-6000, novelettes 12,000-15,000. Ronald Oliphant. Good rates, Acc.
- Woman's Home Companion**, (Crowell) 250 Park Ave., New York. (M-10) Woman's and household interests. Articles, short-stories 2500-6000, serials up to 70,000. Gertrude B. Lane. First-class rates, Acc.
- Woman's World**, 461 8th Ave., New York. (M-10) Articles on women's interests, 1000-2000; short-stories 1500-4000, serials 25,000-30,000; short verse. R. M. Wallace. Good rates, Acc.

LIST B

General periodicals which (a) pay on publication, or (b) pay less than 1 cent a word, or (c) are chronically overstocked, or (d) offer a very limited market, or (e) concerning which our information is indefinite.

- Ace Sports**, (Ace Mags.) 67 W. 44th St., New York. (M) Boxing, wrestling, baseball, basketball, hockey, college and professional short-stories, novelettes, up to 10,000. Woman interest. No first-person. A. A. Wyn. 1c up, Acc. or shortly after.
- Adventure Novels**, (Double-Action) 60 Hudson St., New York. (Bi-M-15) Western, adventure, detective short-stories, novelettes, up to 30,000. Cliff Campbell. ½ to 1½c, Acc.
- All Star Adventure Magazine**, (Western Fiction Pub. Co.) RKO Bldg., New York. (Bi-M-15) Fast-action adventure stories up to 10,000. Rates by arrangement, Acc.
- Amazing Stories**, (Tack) 461 8th Ave., New York. (Bi-M-25) Short-stories based on domestic science 5000-20,000; novelettes 20,000-50,000. T. O'Connor Sloane, Ph.D. ½c, Pub.
- America**, 329 W. 108th St., New York. (W-10) Articles on topics of current interest affecting Catholics, factual, reasoned, constructive. 2000; short modern verse. Francis Talbot, S.J. 1c, Pub.
- American Cookery**, 221 Columbus Ave., Boston 17. (M-15) Short articles on domestic science 2000-3000; essays 1000-2500; short-stories 1000-3000. 1c up, Acc.
- American Detective Cases**, (Artvision Pub. Co.) 551 5th Ave., New York. (M-25) Fact stories on current crimes 5000-8000; pictures, official by-lines. Rose Bolsen. 1½c, \$3 per picture, Pub.
- American Hebrew and Jewish Tribune**, 48 W. 48th St., New York. (W-15) Articles on outstanding Jewish personalities, short-stories of American Jewish life, novelettes. Louis Rittenberg. ½c up, photos \$1 up, Pub.
- American Press**, The, 225 W. 39th St., New York. (M) Success stories of newspapermen, problems and solutions in newspaper production; dramatic reportorial experiences. Percy R. Scott. Indefinite rates, Pub.
- American Review**, The, 231 W. 58th St., New York. (M-40) Reviews, articles, comment. No poetry or fiction. Prefers query. Seward Collins. 1c, Pub. (Slow reports.)
- American Scholar**, The, (Phi Beta Kappa) 145 W. 55th St., New York. (Q-50) Scholarly, non-technical articles and essays on literature, art, science, economics, politics, education, etc., about 3000; brief accounts of scholarly, scientific projects; appropriate long and short poems; no fiction or fillers. Wm. Allison Shimer. \$3 to \$4 printed page, shortly after Acc.
- American Spectator**, The, 132 W. 31st St., New York. (Bi-M-15) Feature articles and satire, dealing with current events, politics, literature, science, exposes, up to 2000. Max Lehman. 1c, Pub.
- Arcadian Life**, Caddo Gap, Ark. (M-15) Short folklore material, especially pertaining to Ozark region. Short pastoral poems. O. E. Rayburn. ½c up, Pub.
- Atlantica**, 33 W. 70th St., New York. (M-15) Articles of interest to Americans of Italian origin, up to 2000; short-stories. Dr. F. Cassola. Payment occasionally at ½c, Pub.
- Bachelor**, 515 Madison Ave., New York. (M) Articles, short-stories for men. Fanchon Devoe. Fair rates, Acc.
- Bandwagon**, "The Magazine of the Southwest," Ramsey Tower Bldg., Oklahoma City, Okla. (M-15) Sophisticated sketches, satires, short short-stories 1000-1500; essays 500-1000; short verse; news fillers; cartoons, art work; cartoon ideas. Martin Hefflin. ½c up, 10 days after Pub.
- Beaver**, The, Hudson's Bay House, Winnipeg, Canada. (Q-25) Articles on travel, exploration, trade, in the Canadian North, up to 2500, illustrations essential. Douglas MacKay. 1½c, Pub.
- Bedtime Stories**, (D. M. Pub. Co.) Dover, Del. (M-25) Spicy, snappy short-stories 2500-3500; verse, jokes, cartoons. ½c, Pub.
- Best Love Magazine**, (Western Fic. Pub. Co.) RKO Bldg., New York. Love short-stories. Martin Goodman. Rates by arrangement.
- Best Sports Magazine** (Western Fic. Pub. Co.) RKO Bldg., New York. (Bi-M-15) Short-stories on popular sports. O. Henry twists, 5000-10,000; novelettes 12,000-15,000. S. Charles Goodman. Rates by arrangement.
- Best Western Magazine**, (Western Fic. Pub. Co.) RKO Bldg., New York. (Bi-M-15) Western action short-stories, novels. Martin Goodman. Rates by arrangement, Pub.
- Big Book Western**, (Popular) 205 E. 42d St., New York. (Bi-M-15) A few short-stories 5000, Western novelettes 10,000-20,000, novels 20,000-45,000; Western fact articles 1000. Rogers Terrill, ed. director; Willard Crosby, ed. ½c, Acc.
- Black Book Detective Magazine** (Ranger) 220 W. 42d St., New York. (M-10) Mystery, detective short-stories 2000-8000; novelettes 10,000-15,000; novels 20,000-25,000. Alice Phillips, Mng. Ed. Rates by arrangement.
- Blade & Ledger**, 500 N. Dearborn St., Chicago. (M-10) One good short-story monthly; overstocked with articles, verse. Francis J. Cummings. Varying rates, Acc.
- Blue Ribbon Western**, (Blue Ribbon) 60 Hudson St., New York. (M) Western short-stories, novelettes, 2000-15,000; novels 20,000-40,000. Cliff Campbell. ½ to 1½c, Acc.
- B'nai B'rith Magazine**, 70 Electric Bldg., Cincinnati, O. (M-15) Short-stories of Jewish interest 1500; articles and essays 1000-3000. Edward E. Grusd. 1c, Pub.
- Canadian Countryman**, 198 Richmond St., W. Toronto, Canada. (M) Love, adventure short-stories up to 5000. Daniel McKee. ½c, Pub.
- Canadian Geographical Journal**, Brock Bldg., 172 Wellington St., Ottawa, Canada. (M-35) Illustrated geographical articles 1500-2500. Gordon M. Dallyn. ½c up, Pub.
- Canadian Magazine**, 347 Adelaide St., W. Toronto, Canada. (M-10) Articles on Canadian topics up to 3000, short-stories up to 5000; photos, cartoons, cartoon ideas. Joseph Lister Rutledge. Up to 1c, Pub.
- Collegiate Digest**, P. O. Box 472, Madison, Wis. (W-5) Articles on college subjects 500; photos. Frederick J. Noer. Varying rates, photos \$3, Acc.
- Commonweal**, The, 386 4th Ave., New York. (W) Catholic review. Articles up to 3000; verse. Michael Williams. About 1c, verse 30c line, Pub.
- Complete Northwest Novel**, (Double-Action) 60 Hudson St., New York. (Bi-M-15) Action short-stories of the Northwest Mounted, logging, mining, 2000-15,000; novels 30,000-60,000. Cliff Campbell. ½c to 1½c, Acc.
- Complete Western Book**, (Newsstand Pubs.) RKO Bldg., New York. (M-15) Western short-stories 5000-7500; novelettes 10,000-20,000. Martin Goodman. Rates by arrangement, Acc.
- Cowboy Romances**, (Blue Ribbon) 60 Hudson St., New York. (M) Western love short-stories, novelettes 2000-15,000; novels 20,000-30,000. Cliff Campbell. ½ to 1½c, Acc.
- Current Digest**, 152 W. 42nd St., New York. (M) Reprint, also original non-fiction articles 1500-2000. Mary Theresa Gronich. ½ to 1c, Acc.
- Current History**, 63 Park Row, New York. (M-25) Articles on current political, industrial, economic, sociological trends, national and international, 2000-3000. Photos, Cartoons. M. E. Tracy. 2c, Pub.
- Current Ideas**, 201 N. Wells St., Chicago. (M) Popular scientific, radio, aviation, progressive-living short articles, preferably illustrated. "How-to-Make" articles with drawings. Indefinite rates, Pub.
- Dance**, 49 W. 45th St., New York. (M-25) Articles on dance methods, etc., for professionals, up to 1500. Prefers query. Paul R. Milton. 1c, Pub.
- Detective and Murder Mysteries**, (Associated Authors) 1008 W. York St., Philadelphia. (M-15) Short-stories 3000-5000, novelettes 10,000-12,000, novels 20,000; no sex. M. T. Pattie. ½c up, Pub.
- Double Action Gang**, (Double-Action) 60 Hudson St., New York. (M) Gangster short-stories, novelettes. Cliff Campbell. ½ to 1½c, Acc.
- Double Action Western**, (Double-Action) 60 Hudson St., New York. (M-15) Fast-action Western short-stories, novelettes, 2000-15,000; novels 20,000-40,000. Cliff Campbell. ½ to 1½c, Acc.
- Economic Forum**, 51 Pine St., New York. (Q-50) Articles on economic, political, sociological problems; photos of economic conditions. Joseph Mead. Indefinite rates, Pub.
- Eve**, 80 8th Ave., New York. (M-15) Articles, short-stories of interest to Jewish women 2500; novels 50,000. C. Belle Makarius. 1c, Pub.
- Eye-Opener**, (Bob Edwards) 402 Corn Exchange Bldg., Minneapolis. (M-25) Humor up to 250; jokes, jingles, cartoon roughs. Phil Rolfsen. \$1 to \$3, Pub.
- Family Herald and Weekly Star**, St. James St., Montreal, Quebec, Canada. (W-5) Short-stories. C. Gordonsmith. \$4 column, Pub.
- Flash Gordon**, (CJH Pub. Co.) 49 W. 45th St., New York. (M) Novels, contract-written; buys pseudo-scientific, futuristic short-stories 3000-5000, and fillers. Harold Hersey. Rates by arrangement, Pub.
- Flying Aces**, (Ace Mags.) 67 W. 44th St., New York. (M-15) Meaty fact articles, dramatically told, principally of modern aviation, 1500-3000; occasional modern air short-stories 4000-6000; modern and war photos; aviation jokes, cartoons, short humorous verse. A. A. Wyn. 1c, photos \$1 up, shortly before Pub.
- Fortune**, 135 E. 42d St., New York. (M-51) Articles with industrial tie-up. 90% staff-written. Original MSS. or source material purchased. 5c up, Pub.
- Forum**, 570 Lexington Ave., New York. (M-35) Controversial and human-interest articles, essays, short-stories, verse. Henry Goddard Leach. Good rates, Pub.
- Gay Book**, 201 N. Broad St., Philadelphia. (M-25) Humorous, sophisticated short-stories 1500-2500, sex slant; verse 4-24 lines; jokes, skits, cartoon ideas, cartoons, art work. Wm. H. Kofoid. ½c to 1c, Acc.
- Gay Broadway**, (D. M. Pub. Co.) Dover, Del. (Q-25) Spicy short-stories with Broadway backgrounds. ½c, Pub.
- Gay Parisienne**, (D. M. Pub. Co.) Dover, Del. (M-25) Snappy short-stories, sex angle. French locale 3000-3500. 3-part novelettes 10,000. ½c, Pub.
- G-8 and His Battle Aces**, (Popular) 205 E. 42d St., New York. (M-10) Closed market. Wm. Fay.
- Gentlewoman**, 154 W. 14th St., New York. (M-15) Love and action short-stories, small-town home-woman appeal. 1500-5000. Marion White. ½c, Pub.
- Golden West**, (Ace Mags.) 67 W. 44th St., New York. (Bi-M) Romantic Western short-stories, novelettes, novels. A. A. Wyn. ½c up, Acc.
- Grit**, Williamsport, Pa. (W-5) Clean short-stories, adventure, mystery, love, Western, etc., 1000-5000; serials. Odd, strange pictures, brief text; household articles; short illustrated articles for women's and children's pages. Howard R. Davis. \$3.50 to \$6 per short-story, articles \$2 to \$3, photos \$2, Acc.
- Independent Woman**, 1819 Broadway, New York. (M-15) Articles expressing woman's viewpoint on social and economic problems, 1200-2000; controversial articles on business and professional women's problems, stories of achievement; verse 2 to 5 stanzas. Winifred Willson. \$10 to \$35 per article, verse \$2 or \$3, Acc.
- Inner Culture**, 3880 San Rafael Ave., Los Angeles. (M-25) Non-sectarian articles on philosophy, metaphysics; departmental material. Louise Gunton Royston, Ass. Ed. Indefinite rates.
- International Detective Cases**, (Artvision) 551 Fifth Ave., New York. (M-25) Foreign detective cases, 5000 to 7000. No pictures or by-lines necessary. Rose Bolsen. 1c, Pub.
- Jewish Forum**, The, 305 Broadway, New York. (M-35) Articles of Jewish interest, short-stories, 1000 to 2000; Isaac Rosengarten, \$3 per M., poems \$1 up, Pub. (Unsatisfactory market.)

- Judge**, 16 E. 48th St., New York. (M-15) Humorous articles, satirical essays of current events, 400-1200; humorous verse, timely jokes, skits, epigrams. Jack Shuttleworth. 5c to 7c, Pub.
- Kaleidograph, A National Magazine of Poetry**, 702 N. Vernon St., Dallas, Tex. (M-25) Verse, book notices. Whitney Montgomery, Vaida Stewart Montgomery. Prizes.
- La Parée Stories**, (D. M. Pub. Co.) Dover, Del. (M-25) Snappy short-stories, sex angle, French locale, 3000-3500, 3-part novelettes 10,000. ½c, Pub.
- Leisure**, 683 Atlantic Ave., Boston. (M-15) Articles on leisure time pursuits, hobbies, 1600; photos. John U. Riley. ½c, Pub.
- Literary Digest**, The, 354 4th Ave., New York. (W-10) Brief assigned articles. Not in the market. Willfred J. Funk.
- Lone Ranger, The**, (Trojan) 125 E. 46th St., New York. (M-10) Western fast-action short-stories up to 4000. Lead novel on assignment. Samuel Bierman. ½c, Acc. (Overstocked.)
- Lu-Lu**, (Sun Pubs.) 529 S. Clark St., Chicago. (Q) Jokes, skits, anecdotes, humorous miscellany up to 600; cartoon ideas. A. J. Gontier, Jr. 1c, jokes 50c, picture ideas \$1, Acc.
- Masked Rider Western, The**, (Ranger) 220 W. 42d St., New York. (M) Western short-stories 2000-6000; novelettes 10,000-15,000. Jack Phillips. Rates by arrangement, Pub.
- Mayfair**, (MacLean) 481 University Ave., Toronto, Canada. (M-25) Society, fashion, sport articles, Canadian interest. J. Herbert Hodgins, 1c, Pub.
- Menorah Journal, The**, 63 5th Ave., New York. (Q-\$1) Jewish short-stories, sketches, one-act plays, essays, poetry. Henry Hurwitz. 1c up, Pub.
- Modern Adventurers**, (Associated Authors) 1008 W. York St., Philadelphia. (M-25) Sophisticated short-stories of female adventures, sex without licentiousness, 3000-5000, novelettes 10,000-12,000; novels 20,000. M. T. Pattie. ½c up, Pub.
- Modern Psychology**, The, 112 W. 42d St., New York. (M-25) Articles, essays on psychology in all phases up to 3000. G. E. Bennett. Rarely pays.
- Modern Thinker, The**, (Modern Scientific) 310 Riverside Drive, New York. (M-25) Timely controversial articles 2500 to 3500. Dr. Dagobert D. Runes. Rarely pays.
- Mothers Home Life**, Winona, Minn. (M-5) Short-stories of interest to small-town and country families, 2500-3000, articles 500-1000. D. Leicht. Low rates, Pub.
- Movie Humor**, (Utem Pubs.) 381 4th Ave., New York. (M) Cartoons. M. R. Reese. Fair rates, Acc.
- Nation, The**, 20 Vesey St., New York. (W-15) Articles on politics, literature, economics, foreign affairs up to 2400. 2c, Pub.
- National Home Monthly**, (Home Pub. Co.) Bannatyne and Dagmar Sts., Winnipeg, Man., Canada. (M-10) Illustrated feature articles; love, adventure, animal, mystery, etc., short-stories, 3500-7000; novelettes, serials, verse. L. E. Brownell. Fair rates, Acc.
- New Masses**, 31 E. 27th St., New York. (W-15) Economic, sociological articles, Marxian standpoint; proletarian short-stories, sketches, poems, cartoons. Varying rates, Pub.
- New Western**, (Popular) 205 E. 42nd St., New York. (Bi-M-15) A few short-stories 5000, Western novelettes 9000-12,000, novels 15,000-25,000; Western fact articles 1000. Rogers Terrill, ed. director; Willard Crosby, editor. ½c, Acc.
- New York Woman, The**, 11 E. 36th St., New York. (W) Articles. N. Y. locale, largely staff-written. Stanley Walker.
- North American Review**, 597 Madison Ave., New York. (Q-\$1) Short-stories of atmosphere, literary quality, 6000-8000; articles, essays on American arts and letters, popular science, sociology; poetry. John H. Pell. 2c, Pub.
- Opinion**, 122 E. 42d St., New York. (M-25) Articles 2500 to 3000; short-stories 2000 to 3000; Jewish interest. 1c, Pub.
- Opportunity**, A Journal of Negro Life, 1133 Broadway, New York. (M-15) Short-stories, articles, poetry; Negro life and problems. Elmer Anderson Carter. No payment.
- Our Army**, 160 Jay St., Brooklyn, N. Y. (M-15) Stimulating controversial military articles; short-stories 1000 to 1200 (no World-War fiction); jokes; cartoons; regular army background. G. A. Harter. Up to ½c, Pub.
- Our Dumb Animals**, 180 Longwood Ave., Boston. (M-10) S. P. C. A. organ. Animal welfare articles, short-stories, fillers, up to 500; verse up to 24 lines, photos. Guy Richardson. ½c up, poems \$1 up, Acc.
- Outwitting Handicaps**, Alfred S. P. O., Box 96, Detroit, Mich. (M) Articles on achievements, rehabilitation of handicapped persons, up to 2000. Harry E. Smithson. ½ to ¾c, Acc.
- Overland Monthly and Outwest Magazine**, 305 Douglas Bldg., Los Angeles. (M-25) Western interest articles, short-stories, verse. Arthur H. Chamberlain. Indefinite rates.
- Paris Nights**, (Associated Authors) 1008 W. York St., Philadelphia. (M-25) Short-stories 3000-5000 with sex interest, French or Parisian setting; jokes, paragraphs, cartoons. W. Clyde Young. ½c, Pub.
- Pep Stories**, (D. M. Pub. Co.) Dover, Del. (M-25) Snappy short-stories 3000-3500, 3-part novelettes 10,000; sex angle. ½c, Pub.
- Philippine Magazine**, 217 Desmarinas St., Manila, P. I. (M-20) Articles, essays, short-stories 1500-3000 on Philippine, Far-Eastern subjects; verse. A. V. H. Hartendorp. 1c up, Pub.
- Poetry, A Magazine of Verse**, 232 E. Erie St., Chicago. (M-25) High-class verse. Morton D. Zabel. \$6 page (28 lines), Pub.
- Popular Service**, P. O. Box 5859, Detroit, Mich. (M-15) Articles, essays 1000-2500, short-stories 2500-3500, serials up to 80,000, editorials 500-1000, verse 8-24 lines, miscellany pertaining to personal service. Elizabeth Howell. Varying rates, Acc.
- Psychology**, 381 4th Ave., New York. (M-25) Psychological or inspirational articles, personal experience stories up to 1500. E. Field. ½ to 1c, Acc. or within 30 days after Pub.
- Quick-Trigger Western Novels**, (Western Fic. Pub. Co.) RKO Bldg., New York. (Bi-M-15) Western novelettes, novels. Martin Goodman. Rates by arrangement.
- Real Life Confessions**, (Associated Authors) 1008 W. York St., Philadelphia. (M-25) Frank first-person confessions, no sordidness, 3000-7000. M. T. Pattie. ½c up, Pub.
- Real Northwest Adventures**, (Double-Action) 60 Hudson St., New York. (Bi-M-15) Action short-stories of the Northwest Mounted, logging, mining, 2000-15,000; novels 30,000-60,000. Cliff Campbell. ½ to 1½c, Acc.
- Real Western**, (Double-Action) 60 Hudson St., New York. (M-15) Fast-action Western short-stories, novelettes, 2000-15,000; novels 20,000-40,000. L. H. Silberkleit. ½ to 1½c, Acc.
- Red Seal Western**, (Ace Mags.) 67 W. 44th St., New York. (M) Western short-stories, novelettes. Rose Wyn. ½c up, Acc.
- Review of Reviews**, 233 4th Ave., New York. (M-25) Articles on politics, economics, national problems, travel. Albert Shaw. 1c up, Pub.
- Ringmaster**, 381 4th Ave., New York. (M-50) Short critical articles, satire. Harry McGuire. Varying rates, Pub.
- Rural Progress**, 22 W. Monroe St., Chicago. (M-10) Illustrated feature articles of Mid-West interest; short-stories with wide appeal 1200-1800; jokes, art work, cartoons, cartoon ideas, photos. L. K. Childers. 3c up, jokes \$3 to \$6, Pub.
- Saturday Night**, 73 Richmond St., W., Toronto, Canada. (W) Articles of Canadian interest up to 2000; light, humorous articles, satire. B. K. Sandwell. ½ to 1c, photos \$2 to \$3, Pub.
- Sentinel, The**, 511 S. Sangamon St., Chicago. (W-10) Short-stories, Jewish theme, 1900-2200. Louis S. Berlin. \$5 a story, Acc.
- Sexology**, 99 Hudson St., New York. (M-25) Medical, psychological articles preferably by physicians. David H. Keller, M.D. ½ to 1c, Pub.
- Short Stories**, (Doubleday) Garden City, New York. (2-M-25) Adventure and mystery short-stories up to 5000, novelettes 10,000-12,000; complete novels; serials 25,000-60,000, outdoo fillers 50-500. True adventures up to 1000. Dorothy McIlwraith. 1c up, 2 months before Pub.
- Silhouettes**, 303 Rosewood, Ontario, Calif. (Q-35) Good poems, articles. James Neill North. \$1 each, Acc. Prizes.
- Smashing Western**, (Double-Action) 60 Hudson St., New York. (Bi-M-15) Fast-action, dramatic, emotional Western short-stories, novelettes, 2000-15,000; novels 20,000-40,000. Cliff Campbell. ½ to 1½c, Acc.
- Snappy**, (D. M. Pub. Co.) Dover, Del. (M-25) Snappy, light short-stories 3000-3500, novelettes 10,000, sex angle. ½c, Pub.
- Southern Review**, Louisiana State Univ., Baton Rouge, La. (Q-75) Articles on literary criticism, social, economic affairs; short-stories, verse. Charles W. Pipkin. \$6.65 page, verse 35c line, Pub.
- Spicy Adventure Stories**, (Culture Pubs.) 900 Market St., Wilmington, Del. (M-25) Exotic adventures involving girls and sex, short-stories up to 5000. Lawrence Cadman. Up to 1c, Acc.
- Spicy Detective Stories**, (Culture Pubs.) 900 Market St., Wilmington, Del. (M-25) Thrilling detective short-stories up to 5000, strong sex elements. Lawrence Cadman. Up to 1c, Acc.
- Spicy Mystery Stories**, (Culture Pubs.) 900 Market St., Wilmington, Del. (M-25) Mystery short-stories with sex elements 2500 to 5500, eerie and terror angles. Lawrence Cadman. Up to 1c, Acc.
- Spicy Stories**, (D. M. Pub. Co.) Dover, Del. (M-25) Snappy short-stories 3000-3500, 3-part novelettes 10,000, sex angle. ½c, Pub.
- Spicy Western Stories**, (Culture Pubs.) 900 Market St., Wilmington, Del. (M-25) Western short-stories, up to 5000, sex elements. Lawrence Cadman. Up to 1c, Acc.
- Spur, The**, 515 Madison Ave., New York. (M-50) Articles, editorials on sport, travel, art, personalities, usually on assignment. Robert B. Renfro. Indefinite rates, Pub.
- Star Detective**, (Western Fic. Pub. Co.) RKO Bldg., New York. (Bi-M) Fast-action, hard-boiled detective stories 7000 to 10,000. Rates by arrangement, Acc.
- Star Sports Magazine**, (Western Fic. Pub. Co.) RKO Bldg., New York. (Bi-M-15) Short-stories on popular sports, O. Henry twists, 5000-10,000; novelettes 12,000-15,000. S. Charles Goodman. Rates by arrangement.
- Story**, 432 4th Ave., New York. (M-25) Distinctive short-stories, "novellas." Whit Burnett, Martha Foley. Moderate rates, Pub.
- Sure Fire Detective**, (Ace Mags.) 67 W. 44th St., New York. (M) Well-plotted detective short-stories 4000-6000, short shorts 1000-3000, novelettes 10,000-14,000, any hero type. A. A. Wyn. 1c up, Pub.
- Sure Fire Western**, (Ace Mags.) 67 W. 44th St., New York. (M) Western short-stories, novelettes. A. A. Wyn. ½c up, Pub.
- Tattle Tales**, (D. M. Pub. Co.) Dover, Del. (M-25) Spicy, snappy short-stories 2500-3500; verse, jokes, cartoons. ½c, Pub.
- Ten Detective Aces**, (Ace Mags.) 67 W. 44th St., New York. (M-10) Dramatic detective, mystery short-stories, sinister note, woman interest welcome, 3000 to 5000; short shorts 1500 to 2000; novelettes 10,000-20,000. A. A. Wyn. 1 to 2c, Acc. or shortly after.
- 10 Story Book**, (Sun Pubs.) 529 S. Clark St., Chicago. (M-25) Iconoclastic, frank, sex short-stories, satires, odd stories, playlets. Harry Stephen Keeler. \$6 a story, Pub.
- Ten Story Sports**, (Blue Ribbon) 60 Hudson St., New York. (M) Sport short-stories, novelettes 2000-15,000. Cliff Campbell. ½ to 1½c, Acc.
- Today's Astrology**, (Magna Pubs.) Mt. Morris, Ill. (M-10) Astrological articles written for laymen. Irvin Ray. ½c, Pub.
- Toronto Star Weekly**, 80 King St., Toronto, Canada. (W-10) Feature articles, Canadian and general appeal, up to 2500, short-stories up to 3000; love, mystery, sport, adventure themes; powerful, distinctive short-stories 5000-6000; short shorts 1000-1500. Fillers, news items, photos, art work. ½c up, Acc.
- Travel**, (McBride) 116 E. 16th St., New York. (M-35) Illustrated travel, exploration, adventure articles 1500 to 5000; photos. Coburn Gilman. 1c, \$1 to \$5 per photo, Pub.
- Trips, The Magazine of Travel**, 565 5th Ave., New York. (M-50) Largely staff-written. Query on unusual travel material, outstanding photos. James A. Clark. Varying rates, Acc.

True Gang Life, (Associated Authors) 1008 W. York St., Philadelphia. (M-15) Short-stories centering around gang life 3000-8000, woman interest but subordinated. M. T. Pattie. ½c up, Pub.

Two-Gun Western, (Western Fic. Pub. Co.) RKO Bldg., New York. (Bi-M-15) Western novelettes 10,000-15,000. S. Charles Goodman. Rates by arrangement.

Undercover Detective Stories, 1614 N. Broad St., Philadelphia. (M) Illustrated fact-fiction detective stories 1500-5000; fillers on crime topics 50-250. Send synopsis first. J. Clark Samuel. Indefinite rates, Acc.

Virginia Quarterly Review, 1 West Range, University, Va. (Q-75) Literary, scientific, political essays 3000 to 5000; occasional short-stories, verse 10 to 40 lines. Lambert Davis. \$5 page (350 words), verse 50c line, Pub.

Voyager, The, 5 Beekman St., New York. (M) Semi-fictional, humorous, sophisticated travel articles. Bermuda, Nassau, Cuba, Jamaica, England, France, Barbados, Eastern South America, shipboard life, Miami, Vienna, 500-1500. Demie Genaitis. Articles with photos, \$20 each, without photos, \$15, Pub. Anecdotes 100-500, space rates.

Waldorf-Astoria Promenade, 40 E. 34th St., New York. (M) Diverting short-stories 1500-2000; articles, essays, 900-1000; verse, drawings, cartoons. Letitia Chaffee. 1½c up, Pub.

Weird Tales, 840 N. Michigan Ave., Chicago. (M-25) Supernatural, bizarre, weird, pseudo-scientific short-stories up to 6000; novelettes up to 15,000; serials up to 35,000; weird detective stories; verse up to 35 lines. Farnsworth Wright. 1c up, verse 25c line, Pub.

West, (Ranger Pubs.) Garden City, N. Y. (M-15) Western fiction. Not buying at present. Edmund Collier. Rates by arrangement.

Western Aces, (Ace. Mags.) 67 W. 44th St., New York. (M) Emotional Western short-stories up to 5000; novelettes 10,000-20,000, with strong human interest—range, outlaw, mines, etc. A. A. Wyn. 1c up, Acc. or shortly after.

Western Action Novels, (Double-Action) 60 Hudson St., New York. (M-15) Dramatic Western short-stories, novelettes, 2000-15,000, novels 20,000-40,000. L. H. Silberkleit. ½ to 1½c, Acc.

Western Fiction Monthly, (Western Fiction Pub. Co.) RKO Bldg., New York. (M-15) Western short-stories 3000-7000; novelettes 20,000. Martin Goodman. Rates by arrangement, Acc.

Western Novel and Short Stories, (Newsstand) RKO Bldg., New York. (M-15) Western short-stories 5000-7500; novelettes 10,000-20,000; novels 60,000. Martin Goodman. Rates by arrangement, Acc.

Western Trails, (Ace. Mags.) 67 W. 44th St., New York. (M-15) Western action short-stories with mystery slant and woman interest up to 5000; novelettes 10,000-15,000. No first-person stories. A. A. Wyn. 1 to 2c, Acc. or shortly after.

Wild West Stories and Complete Novel Magazine, (Teck) 461 8th Ave., New York. (M-10) Western short-stories 1000-4000; novelettes 15,000-25,000. ½c, Pub.

Woman Today, The, 112 E. 19th St., New York. (M-10) Articles, short-stories, of interest to women in industry; anti-war and anti-fascist. Rates not at hand.

Yale Review, Box 1729, New Haven, Conn. (Q-1) Articles on current political, literary, scientific, art subjects 5000-6000. Wilbur Cross. Good rates, Pub.

Yankee, Dublin, N. H. (M-25) Short-stories up to 3000, articles, essays, 1200-1400, verse, jokes, anecdotes, oddities, epigrams; photos, cartoons, all of Yankee flavor. Robb Sagendorph; Beth Tolman, associate. Articles about \$20; stories, \$25 to \$50; items \$1, verse 50c line, Acc.

LIST C

Trade, technical, religious, agricultural, business, educational and other class publications.

AGRICULTURAL, FARMING, LIVESTOCK

Breeder's Gazette, Spencer, Ind. (M-10) Short-stories of success in livestock farming under 1500, including methods of feeding and management. Livestock breeding and feeding articles. R. W. Poulton, Mng. Ed. 1c, photos \$2, Pub.

Capper's Farmer, Topeka, Kan. (M) Authenticated experience articles on farming 800-1500, short-stories 3000-5000, serials 25,000, jokes. Ray Yarnell. 1c up, jokes \$1, Acc.

Farm and Ranch, Dallas, Tex. (2M-5) Agricultural, livestock articles of the Southwest. Frank A. Briggs. ¼ to 1c up, Pub.

Farm Journal, The, Washington Square, Philadelphia. (M-10) Agricultural articles with photos 300 to 600; novelettes 18,000. Arthur H. Jenkins. 2c up, fiction 5c up, Acc.

Farmer Magazine, The, 73 Richmond St., W., Toronto, Canada. (M) Short-stories, rural appeal, 2500; items for farm women. C. H. Hodge. Indefinite rates, Pub.

Hatchery Tribune, Mt. Morris, Ill. (M-10) Illustrated articles on successful selling methods by hatcheries 300 to 500. O. A. Hanke. ½ to 2c, Acc.

Hoard's Dairyman, Fort Atkinson, Wis. (2M) Miscellaneous on dairying interests. W. D. Hoard. Low rates, Pub.

Iowa and Corn Belt Farmer, 422 Court Ave., Des Moines, Ia. (M) Agricultural miscellany. Paul Talbot. Indefinite rates, Pub.

Ohio Farmer, 1013 Rockwell Ave., Cleveland, O. (W) Ohio agricultural articles. Walter H. Lloyd. Indefinite rates, Pub. Cover photos, \$5 to \$10.

Poultry Item, Sellersville, Pa. (M-15) Articles on poultry raising, successful poultrymen, their establishments, equipment, experience, etc., 1500. S. L. Althouse. Good rates, Pub.

Poultry Tribune, Mt. Morris, Ill. (M-10) Illustrated poultry articles 800. O. A. Hanke. 1c up, Pub.

Progressive Farmer, Commercial Realty Bldg., Birmingham, Ala. (M) Short-stories, Southern appeal, 2000-4000, (submit to Dallas, Tex., office, 1105 Insurance Bldg.). Eugene Butler, 2c, Acc. (Overstocked.)

Southern Dairy Products Journal, Commercial Exchange Bldg., Atlanta, Ga. (M) Features on dairy management in Southern states. F. H. Sorrow. ½c, Pub.

Successful Farming, (Meredith) Des Moines, Ia. (M-5) Agricultural articles; short-stories and short shorts 800 to 6000; 2-installment serials, verse, editorials, jokes, news items, photos, cartoons. Kirk Fox. 1½c up, verse 25c line, Acc.

ART, PHOTOGRAPHY

Camera, The, 636 S. Franklin Sq., Philadelphia. (M-25) Practical illustrated articles on photography and amateur cinematography 200 to 1500. No poetry. Frank V. Chambers. ½c, Acc.

New Photo Miniature, 70 5th Ave., New York. (M-40) Monographs on particular phases of photography 12,000-15,000. John A. Tennant. \$50 each, Acc. (Submit outline first.)

Popular Photography, (Ziff-Davis) 608 S. Dearborn St., Chicago. (M-20) Unusual articles on photography 1500-3000, adventure features, success stories, how-to-make-it; brief articles 100-750, striking photos. B. G. Davis. 1c up, photos \$3-\$5, Acc.

Photographic Digest, 267 5th Ave., New York. (M-25) Articles, 500 to 1200, written around a photographic subject, but not necessarily technical. Geo. W. Hesse. ½c, Pub.

Wolff's Photographic Review, 638 Federal St., Chicago (Q) Articles on photography up to 5000. Paul W. Higgins, Mng. Ed. 1c, Acc.

AUTOMOBILE, AVIATION, BOATING, TRANSPORTATION.

Aero Digest, 515 Madison Ave., New York. (M-35) News and features on the aviation industry, aeronautical engineering, military aeronautics, air travel, etc. Geo. F. McLaughlin. ½c up, Pub.

American Motorist, Pennsylvania Ave. at 17th St., Washington, D. C. (M-15) Illustrated travel articles, vicinity of Washington, D. C., and Eastern states, 1000-1500, historical and descriptive articles appealing to motorists; very little verse. F. Kay Buschman. 1c, Pub.

Aviation, 330 W. 42d St., New York. (M-35) News, features on aviation activities, technical articles, photos. S. Paul Johnston. Good rates, Pub.

Highway Magazine, Armco Culvert Mfrs. Assn., Middletown, O. (M) Articles on construction, operation, use of roads and streets 800-1200; cartoons. W. H. Spindler. 1c, photos \$1, Acc.

Motorboat, 63 Beekman St., New York. (M-20) Articles of practical interest to boat owners. Gerald T. White; E. S. Nelson, associate. ½ to 3c, Pub.

Popular Aviation, (Ziff-Davis Pub. Co.) 608 S. Dearborn St., Chicago. (M-25) Popularized aviation, mechanical articles, semi-technical true war experiences, new developments in aviation, gas model information 2500 maximum. Fillers 100 to 800. B. G. Davis, ed.; J. B. Rathbun, mng. ed. ½c or 1c, including photos, Pub.

Power Boating, Penton Bldg., Cleveland, O. (M-25) Technical and semi-technical articles on power boating subjects. Indefinite rates, Acc.

Rudder, The, 9 Murray St., New York. (M-25) Illustrated fact articles on cruises, navigation, etc., 3000. Wm. F. Crosby. 1c, photos \$3, Pub. (Overstocked.)

Trailer Caravan, The, C. P. A. Building, 2411 14th St., Detroit, Mich. (M-10) Illustrated articles on trailer travel, auto travel, to spots unusual; articles on experiences with home-made trailers; photos. Verse. Ralph G. Hess. ¼ to 1c, Pub.

Western Construction News, 333 Kearney St., San Francisco. (M-25) Articles on all phases Western civil engineering. J. I. Ballard. Varying rates.

Western Flying, 420 S. San Pedro St., Los Angeles. (M) Practical, helpful "how to" articles on aviation sales, service, production, or aircraft operation. Query on features. Robert J. Pritchard. 25c inch, Pub. (Overstocked.)

BUSINESS, ADVERTISING, SALESMANSHIP

Advertising Age, 100 E. Ohio St., Chicago. (W-5) Spot news only, with illustrations. Harry E. Shubart. 1c, Pub.

American Business, (Dartnell Pubs.), 4660 Ravenswood Ave., Chicago. (M-25) Material 97% staff-written, but buys occasional concrete examples of business success in manufacturing field. Query. Eugene Whitmore. \$35 and up for 2000 words, Pub.

Bankers' Magazine, 465 Main St., Cambridge, Mass. (M) Authoritative bank management articles. Keith F. Warren. ½c up, Pub.

Barron's, 44 Broad St., New York. (W-25) Authoritative business and financial articles 500-2500. Thomas W. Phelps. Indefinite rates, Acc.

Burrough's Clearing House, 6071 2d Blvd., Detroit. (M) Query editor on bank operating and management articles. Henry J. Boone. 2 to 3c, Acc.

Commerce, 1 N. LaSalle St., Chicago. (M-25) Invites queries on business articles from Middle West. Alan Sturdy. Rates variable. (Overstocked.)

Credit & Financial Management, 1 Park Ave., New York. (M-25) Articles on general credit and financial problems. Chester H. McCall. 1c, Pub.

Forbes Magazine, 120 5th Ave., New York. (2M-25) New developments in business and finance—management, selling, merchandising, accounting, etc., 1500-2000. Seldom buys from outside writers. B. C. Forbes. Good rates, Acc.

How to Sell, 75 E. Wacker Drive, Chicago. (M-10) Articles about direct selling, unusually successful salespeople, 800 to 4000. R. C. Remington. ½ to 1½c, Pub.

Independent Salesman, 22 E. 12th St., Cincinnati, O. (M-5) Illustrated interviews with and stories about people successful in direct selling up to 1200. M. E. Siegel. ½ to 1c, photos \$1, Pub.

Mail Order Journal, 381 4th Ave., New York. (M-100) Case histories, fact stories about mail-order business. H. A. Smith. 1c, Pub. (Query.)

Nation's Business, The, 1615 H. St., N.W., Washington, D.C. (M-25) Business articles 2500. Merle Thorpe, Ed.; Raymond C. Willoughby, Mng. Ed. Good rates, Acc.

Opportunity, 333 N. Michigan Ave., Chicago. (M-15) Action short-stories up to 3000; features with broad human interest and inspirational appeal; fillers. Geo. F. Peabody. ½c up, Pub.

Postage and Mailbag, 119 W. 19th St., New York. (M-10) Direct-mail advertising articles. John Howie Wright. 1c, Pub. (Overstocked.)

Printers' Ink, 185 Madison Ave., New York. (W-10) (Also **Printers' Ink Monthly**-25) Advertising and business articles. G. A. Nichols. Ed.; C. B. Larrabee, Mng. Ed. Good rates, Pub.

Rand McNally Bankers Monthly, 536 S. Clark St., Chicago. (M-50) Short technical articles from banker's standpoint, preferably signed by banker. John Y. Beaty. Good rates, Pub.

Sales Management, 420 Lexington Ave., New York. (2M) Articles on marketing, national scope, signed by executives. Buys little. Raymond Bill. 1 to 3c, Pub.

Savings Bank Journal, 110 E. 42nd St., New York. (M-35) Operation, advertising and promotion articles 1500-2000. J. C. Young. 1c, Pub.

Signs of the Times, P. O. Box 771, Cincinnati. (M-30) Electrical advertising, outdoor advertising and sign articles, illustrated, 1000 to 1500. E. Thomas Kelley. ½c, Pub.

Specialty Salesman, Milwaukee, Wis. (Chicago Office, 307 N. Michigan Ave.) (M-10) Inspirational articles 1000 to 2500; human-interest short-stories 1000 to 2500; fact success articles of direct salesmen, 2000. H. J. Bligh. ½c, Acc.

Trained Men, 1001 Wyoming Ave., Scranton, Pa. (Q) Articles on industrial problems of interest to foremen, executives, 1000 to 2500; interviews 1000 to 2500. D. C. Vandercrook. 1c up, Acc.

Western Advertising, 564 Market St., San Francisco. (M-20) Trade articles on advertising, as specifically related to the Pacific Coast. Robert E. Wade, Jr. 1c to 2c, Pub.

BUILDING, ARCHITECTURE, LANDSCAPING, HOME DECORATING

American Home, The, 444 Madison Ave., New York. (M-10) Practical articles with illustrations pertaining to home, interior decoration, building, gardening, recipes, 1200 to 1500. Mrs. Jean Austin. Indefinite rates, Pub.

Arts and Decoration, (Robt. M. McBride) 116 E. 16th St., New York. (M-35) Articles, essays, dealing with distinctive homes; the arts, entertainment, decorating and furnishing accessories, household equipment, photos, art work; witty editorials on indoor living. Mary Fanton Roberts. Varying rates, Pub.

Better Homes & Gardens, (Meredith) 1714 Locust St., Des Moines, Ia. (M-10) Practical garden, home-making articles 1500. Elmer T. Peterson. 2c up, usual photo rates, Acc.

Canadian Homes & Gardens, (Maclean) 481 University Ave., Toronto, Canada. (M-25) Practical home and garden articles up to 2000, photos. J. Herbert Hodgins. 1c, Pub.

Country Home Magazine, The, 250 Park Ave., New York. (M-5) Articles on farming, home improvement, gardening, general features, 2500, mostly staff-written. Short-stories, authentic agricultural background and characters, up to 4500. Wheeler McMillen. Good rates, Acc.

Country Life, 444 Madison Ave., New York. (M-50) Illustrated gardening, sport, interior decorating, country estates, travel articles 1500-2000; good photos essential. Mrs. Jean Austin. Indefinite rates, Pub.

Home Desirable, The, 221 N. La Salle St., Chicago. (M-free) Articles on home modernization through plumbing and heating 1000; cartoons, photos. W. L. Benson. 1 to 5c, Acc. or Pub. (Overstocked.)

Home, Garden & Hobby, Box 254, Des Moines, Ia. (M) Practical, down-to-earth articles appealing to small home owners, amateur gardeners, etc., 100-250. Unusual hobby material. Kenneth Morrow. \$2 to \$5 per article, 50c per illustration, Pub.

House & Garden, (Nast) Lexington at 43d, New York. (M-35) Home decoration, landscape, architectural articles. Richardson Wright. 1c up, Acc.

House Beautiful Combined with Home and Field, (Hearst) 572 Madison Ave., New York. (M-35) Articles on home-building, planning, decorating, furnishing, gardening (illustrated) preferred up to 1500. K. K. Stowell. Good rates, Pub.

Sunset, 576 Sacramento St., San Francisco. (M-10) News items, photos, about Pacific Coast gardens, foods, buildings and modernization, travel, outdoors, up to 500; personalities; how-to-do and how-to-make Western out-door material. William I. Nichols. Good rates, Pub.

Town and Country, 572 Madison Ave., New York. (M-50) Not in the market. Harry A. Bull.

EDUCATIONAL

Grade Teacher, The, (Educ. Pub. Corp.) Darien, Conn. (M-30) Articles on methods in elementary grades; short-stories for little children up to 500. Florence Hale. ½c, Pub.

Industrial Arts and Vocational Education, 407 E. Michigan St., Milwaukee, Wis. (M-25) Vocational articles. John J. Metz. ½c, Pub. (Overstocked.)

Instructor, The, (F. A. Owen Pub. Co.) Dansville, N. Y. (M-30) Prefers articles by teachers on school-room helps. Helen Mildred Owen. Good rates, Acc.

Practical Home Economics, 468 4th Ave., New York. (M-20) Educational articles on home economics for teachers and by teachers 1500-2000. Jessie A. Knox. ½c, Pub.

School Activities, Topeka, Kans. (M-20) Money-making plans, stunts, entertainment material, up to 2000. H. C. McKown. ½c, Pub.

School Management, 9 E. 40th St., New York. (10 yearly-20) 200-word department items, administrative angle, helps for parent-teacher organizations. Lucile D. Kirk, Mng. Ed. \$1 each, Pub.

HEALTH, HYGIENE

Health and Hygiene, 215 4th Ave., New York. (M-15) Staff-written articles on health and medical subjects. Carl Malmberg. No payment.

Hygeia, The Health Magazine, 535 N. Dearborn St., Chicago. (M-25) Health and medical articles and stories for the layman. Dr. Morris Fishbein. 1c up, Pub.

Industrial Medicine, 844 Rush St., Chicago. (M-50) Authentic articles dealing with study of the economy, law, theory, practice and statistics of employer-employee medical matters. Inverts queries. A. D. Cloud. 1c, Pub.

Modern Medicine, 84 S. 10th St., Minneapolis. (M-25) Terse, crisp, vivid news abstracts of medical subjects; photos, illustrations of medical interest. Justus J. Schifferes, M.A. ½c up, photos \$3, Pub.

Physical Culture, (Macfadden) 122 E. 42d St., New York. (M-25) Health articles, self-told adventures in health, including mental health, personal problems, happiness, power of achievement, 3-5000; 12-15,000. Carl Easton Williams. Good rates, photos \$3 to \$5, Acc.

Trained Nurse & Hospital Review, 468 4th Ave., New York. (M-20) Articles on nursing, hospital, public health subjects 800 to 3200. Christmas fiction, Aug. 1. Meta Penneck. \$4 to \$5 per page (725 wds.), after Pub.

MUSICAL

Diapason, 306 S. Wabash Ave., Chicago. (M-15) Articles on organs, organists, organ construction, church music, recital programs, reviews 100-1000. S. E. Gruenstein. \$2 to \$4 col., Pub.

Downbeat, 608 S. Dearborn St., Chicago. (M-15) Articles on specialized music topics 1000-2000; human-interest photos about musicians. Glenn Burrs, Carl Cons. 1c, Pub.

Etude Music Magazine, 1712 Chestnut St., Philadelphia. (M-25) Articles on musical pedagogics 300-2500; photos, cartoons. James Francis Cooke. \$4 column (600 words), Pub.

Metronome, 119 W. 57th St., New York. (M-25) News of popular bands and orchestras, staff written. Doron K. Antrim. Indefinite rates.

Musical Forecast, 891-3 Union Trust Bldg., Pittsburgh, Pa. (M-20) Informational articles of interest to musicians and laymen. David H. Light. \$1 per column, Pub.

RELIGIOUS

Ave Maria, The, Notre Dame, Ind. (W-10) Short-stories 2800-3000; serials 15-20 3000-word chapters; articles on Catholic and other themes 3000; poems not over 24 lines. Wholesome juvenile adventure short-stories, serials. Rev. P. J. Carroll, C.S.C. \$3 page (700 wds.), poems \$5, Pub.

Canadian Messenger, The, 160 Wellesley Crescent, Toronto, Ont., Canada. (M-10) Short-stories, Catholic atmosphere, bright, pointed but not preachy, 3000; no love stories; articles, essays, Catholic interest, 1000-3000. Rev. J. I. Bergin, S.J. ½c, Acc.

Christian Advocate, The, (Methodist Book Concern) 150 5th Ave., New York. (W-10) Religious feature articles 1000; short-stories 1500; serials 20,000. ½c, Pub.

Christian Herald, 419 4th Ave., New York. (M-25) Interdenominational religious, sociological articles 2500; short-stories 2500; serials 50,000; verse, 2 or 3 stanzas. Daniel A. Poling. Varying rates, Pub.

Cradle Roll Home, The, 161 8th Ave., N. Nashville, Tenn. (Q) Articles for parents of pre-school age children 150-800, fact items. Agnes Kennedy Holmes. ½c, Acc.

Expositor and the Homiletic Review, 815 Caxton Bldg., Cleveland, O. (M-25) Practical plans, programs, of educational value on parish administration, up to 2000. Jos. McCray Ramsey. Indefinite rates, Pub.

Good Business, Unity School of Christianity, 917 Tracy Ave., Kansas City, Mo. (M) Accounts of successful application of Christ's teachings in business 1000-1200. 1c, Acc.

Improvement Era, The, 50 N. Main St., Salt Lake City, Utah. (M-20) General Magazine of Mormon Church for family reading. Short short-stories 800-900; otherwise overstocked. Richard L. Evans. ½c, Pub.

Light, 405 Bergen St., Brooklyn, N. Y. (M-20) Religious articles for Catholics and non-Catholics; short-stories, up to 2000; verse. William Clark. 1c, Pub.

Living Church, The, 1801 W. Fond du Lac Ave., Milwaukee. (W-10) Short illustrated articles on religious and social subjects, Episcopal viewpoint, 1000 to 2000. C. F. Morehouse. \$1.50 column, Acc. Religious verse, no payment.

Lookout, The, Standard Pub. Co., 8th and Cutter Sts., Cincinnati. (W-5) Articles on Christian education, adult Sunday school work 1800 to 2200; wholesome short-stories 1500 to 2000, serials up to 12 chapters, 1500 to 2000 each. Photos, upright, 8x10, scenic, human-interest. Guy P. Leavitt. ½c, photos \$1 to \$5, one month after Acc.

Magnificat, 131 Laurel St., Manchester, N. H. (M-25) Catholic articles, short-stories, serials, verse. Indefinite rates, Acc.

Messenger of the Precious Blood, Carthage, Ohio. (M-10) Catholic short-stories, articles 2000-2500; verse. Father Chas. J. Davitt, C.P.P.S., Rev. M. J. Foltz, C.P.P.S. ½c, verse 25c line, Pub.

Messenger of the Sacred Heart, 515 E. Fordham Rd., New York. (M-10) Catholic short-stories up to 4000; religious verse. Rev. Charles J. Mullaly, S.J. Good rates, Acc.

Miraculous Medal, The, 100 E. Price St., Philadelphia. (Q) Catholic articles 1500-2500, short-stories 2000-3000. Joseph A. Skelly, C.M. 1c, Acc.

New Outlook, The, United Church of Canada, 299 Queen St. W. Toronto, Canada. (W-10) Articles on religious and international problems, travel, art, etc., short-stories 900-1000; children's material. G. R. Cragg. ½c, Acc.

Progress, Unity School of Christianity, 917 Tracy Ave., Kansas City, Mo. (M-15) Articles on application of Christian teachings to life 1000-2500; current topics; short-stories 1500-4000; verse. Ernest C. Wilson. 1c up, verse 25c line up, Acc.

Queen's Work, The, Jesuit Fathers, 3742 W. Pine Blvd., St. Louis, Mo. (M) Catholic interests; short-stories, articles, 1200 to 2500; editorials; photos; news items, cartoons, cartoon ideas. Rev. Daniel A. Lord, S.J. 1c, Pub.

Sign, The, Union City, N. J. (M-20) Catholic articles, essays, short-stories up to 3200; verse. Rev. Theophane Maguire, C.P. 1c, Pub.

St. Anthony Messenger, (Franciscan Fathers) 1615 Republic St., Cincinnati. (M) Catholic family magazine. Lively, up-to-the-minute short-stories 2000-3000; religious and timely articles. Hyacinth Blocker. 1c, Acc.

Sunday School Times, 325 N. 13th St., Philadelphia. (W) Religious articles, verse. Charles G. Trumbull. ½c up, Acc.

Sunday School World, 1816 Chestnut St., Philadelphia. (M-10) Articles for teachers in one-room rural Sunday-schools up to 1200. Arthur M. Baker. ½c, Acc.

Union Signal, The, Evanston, Ill. (W-5) Short-stories, short serials, on value of total abstinence; also on peace. About 1/3c, Pub.

Unity, also **Weekly Unity**, 917 Tracy Ave., Kansas City. (M and W) Christian metaphysical articles 1500 to 2500, religious verse 8 to 24 lines. Charles Fillmore. 1c up, verse 25c line up, Acc.

SCIENTIFIC, TECHNICAL, NATURE, MECHANICS

Electrical Ruralist, 1836 Euclid Ave., Cleveland, O. (M) Articles covering applications of electrical equipment, appliances, to farms and farm homes, 800-1200; profuse illustrations. Correspondents. Paul L. Reed. 1 to 2c, Pub.

Electricity on the Farm, 24 W. 40th St., New York. (M-10) Actual experience stories, illustrated, on uses of central station electricity on the farm, up to 1000. Fred Shepperd. 1½c, Acc. (Overstocked.)

Homecrafts and Hobbies, 142 W. 24th St., New York. (M-10) Homecraft articles 1000, drawings, photos. Eric Berger. ½ to 1c, Pub. (Unsatisfactory.)

Home Craftsman, The, 115 Worth St., New York. (Bi-M-25) "How-to-make-it" articles of interest to home craftsmen, 300 to 1200; photos or drawings essential; home improvement fillers, 150. H. J. Hobbs. 1 to 2c, photos \$2 up, Pub.

Illustrated Mechanics, 1411 Wyandotte St., Kansas City, Mo. (M-5) Home workshop-homecraft magazine; "how-to-make-it" articles 500-1500. Homecraft articles for women. E. A. Weishaar. ½c to 1c, photos or drawings \$1 to \$3, Acc.

Mechanics and Handicraft, (Standard) 22 W. 48th St., New York. (M-15) Popular scientific miscellany; construction, how-to-make-it, experimental, hobbies material. Joseph H. Kraus. 1c, Pub. and Acc.

Model Airplane News, 551 5th Ave., New York. (M-20) Model airplane construction articles 2500. 1c, Pub.

Modern Mechanix (Fawcett) 1501 Broadway, New York. (M-15) Illustrated feature articles, mechanical, semi-scientific subjects; how-to-build articles for home craftsmen. All hobbies. Advisable to query. Robert Hertzberg. 2c, Acc.

Natural History Magazine, 77th St. and Central Park, New York. (M) Popular articles up to 5000 on natural science, exploration, wild life, up to 5000; photo series. Edward M. Weyer, Jr. 1½c, Acc.

Nature Magazine, 1214 16th St., Washington, D. C. (M-35) Illustrated nature articles 1500 to 2000; fillers with pictures 100 to 400; nature poetry. R. W. Westwood. 1 to 3c, Acc. (Query.)

Nature Notes, 4800 Prospect Rd., Peoria, Ill. (M) Articles on nature, science 1800; illustrations. James H. Sedgwick. \$10 to \$15 per article, Pub.

Popular Mechanics, 200 E. Ontario St., Chicago. (M-25) Illustrated articles on scientific, mechanical, industrial, discoveries; human interest and adventure elements, 1 to 20 photos. 300-1500; fillers up to 250. L. K. Weber. 1 to 10c; photos \$3 up, Acc.

Popular Science Monthly, 353 4th Ave., New York. (M-15) Non-technical illustrated articles on scientific, mechanical, labor-saving devices, discoveries, under 2000. Raymond J. Brown. 1c up to 10c, photos \$3 up, Acc.

Science & Mechanics, 800 N. Clark St., Chicago. (Bi-M-10) Staff-written. V. D. Angerman.

Scientific American, 24 W. 40th St., New York. (M-35) Humanized articles on science, industry, engineering, inventions. O. D. Munn. Varying rates, Acc.

Scientific Progress, (Modern Scientific) 310 Riverside Drive, New York. (M-25) Popular scientific articles on health, psychology, achievement. Dagobert D. Runes, Ph.D. Rarely pays.

Scientific Psychology, 4238 Clarendon Ave., Chicago. (M-23) Scientific articles on psychology 1500-3000; timely items. D. J. Foard. No payment.

SPORTING, OUTDOOR, HUNTING, FISHING

Alaska Sportsman, The, Ketchikan, Alaska. (M-15) Short-stories, Alaska interest, 2000-5000; outdoor fact articles; Alaska sport cartoons, photos. Emery F. Tobin. ½c, Pub.

American Forester, 919 17th St., N.W., Washington, D.C. (M-35) Articles on forestry, forests, outdoors, etc., 2000; outdoor photos. Ovid Butler. 1c up, Acc.

American Rifleman, The, 816 Barr Bldg., Washington, D. C. (M-25) Authentic illustrated gunsmithing, shooting, ammunition, ballistic articles, hunting stories, preferably 3000. Laurence J. Hathaway. About 1c, Pub. (Overstocked.)

Baseball Magazine, The, 70 5th Ave., New York. (M-20) Major league baseball articles, verse. F. C. Lane. ½c, Pub.

Field and Stream, (Warner) 515 Madison Ave., New York. (M-25) Illustrated camping, fishing, hunting, sportsmen's articles, 2500-3000. Ray P. Holland. 1c up, Acc.

Fur-Fish-Game, 174 Long St., Columbus, O. (M-15) Fishing, hunting, fur-raising articles by practical authorities; true Indian and frontier day stories 2000-2500. A. V. Harding. ½ to ¾c, Acc.

Hunter-Trader-Trapper, 386 S. 4th St., Columbus, O. (M-15) Fur-farming, trapping, hunting-dog, fishing articles, outdoor photos. Otto Kuechler. Low rates, Pub. (Overstocked.)

National Bowlers Journal and Recreation Age, 506 S. Wabash Ave., Chicago. (M-25) Articles on bowling, billiards, softball, lawn bowling, hockey; short-stories; photos; news items; cartoons. J. M. Luby. 1c, Pub.

National Sportsman, 275 Newbury St., Boston. (M-10) Hunting and fishing articles; short-stories up to 2000; photos, cartoons, cartoon ideas. H. G. Tapply. 1½c, Pub.

North American Trapper, P.O. Box 663, Charleston, W. Va. (M) Articles and short-stories on hunting, fishing, woodcraft, wild life, fur farming, etc., up to 2000; novelettes up to 6000; photos, illustrations, outdoor verse. Charley Roy West. ¾c to 1c, photos 50c to \$2, Acc.

Outdoor Life, 353 4th Ave., New York. (M-15) Articles on outdoor activities, sportsmen's interests, up to 3000. Raymond J. Brown. Up to 10c, \$3 up for photos, kinks, shorts, Acc.

Pacific Sportsman, 401 Sansome St., San Francisco. (M) Outdoor articles 500-1500. John C. Piver. No payment.

Post Time, 443 Plymouth Court, Chicago. (M-25) Articles dealing with horse racing; short-stories up to 2500; serials. Mark Mellen. Fiction ¾c, articles 1 to 1½c, Pub.

Scholastic Coach, 250 E. 43d St., New York. (M-25) Technical articles on football, basketball, track, field, 1000, for high and prep schools; photos, drawings. Jack Lippert. 1c, Pub.

Sports Afield and Trails of the Northwoods, 700 Phoenix Bldg., Minneapolis. (M-15) Stories of actual fishing, hunting trips 1500-2000, good photos. P. K. Whipple. 1 to 2c, Acc. or Pub.

Sports Illustrated and the American Golfer, 32 E. 57th St., New York. (M-25) Articles on all types of sport up to 1400; fillers, photos, cartoons. John Escher. 1½c, Pub.

Sportsman, The, 353 4th Ave., New York. (M-50) Articles on special aspects of amateur sports, fox-hunting, polo, yacht racing, gunning, fishing, etc., 1500-2500. Prefers query. Richard Ely Danielson. Good rates, Acc.

Turf & Sport Digest, 511 Oakland Ave., Baltimore, Md. (M-35) Articles on running horse-racing 2500-5000; racing short-stories up to 5000; serials up to 20,000, especially racing fiction. Edgar G. Horn. ¾c, Pub. or Acc.

Turf and Tanbark, 103 Park Ave., New York. (2-M) Amateur horsemen and racing short-stories 1500-4000. Feature articles with exceptional photos. Glenn Allan. ¾ to 1c, Acc.

THEATRICAL, MOTION PICTURE, RADIO, "FAN" MAGAZINES

Billboard, The, 1564 Broadway, New York; 25 Opera Pl., Cincinnati, O. (W-15) Amusement articles on assignment only. A. C. Hartmann, E. E. Sugarman. Space rates, Pub.

Greater Short Stories, 1547 Broadway, New York. (2-M-10) Articles, short-stories, novelettes, fillers, on show people, theatrical business. Johnny J. Kline. ¾c, Pub.

Hollywood Magazine, (Fawcett) 7046 Hollywood Blvd., Hollywood. (M-5) Film articles on assignment; fillers, photos. Wm. K. Gibbs. Liberal rates, Acc.

Modern Screen, (Dell) 149 Madison Ave., New York. (M-10) Movie fan personality, general articles 1500-2000; fillers, news items. Regina Cannon. Good rates, Acc.

Motion Picture-Movie Classic, (Fawcett) 7046 Hollywood Blvd., Hollywood, Calif. (M-10) Articles on motion pictures and stars, usually on assignment, 1800-2500. Good rates, Acc.

Movie Mirror, (Macfadden) 7751 Sunset Blvd., Hollywood, Calif. (M-10) Motion-picture fan material only on assignment. Ruth Waterbury; Hazel Berge, N. Y. editor. Good rates, Acc.

Movie Story Magazine, (Fawcett) 1501 Broadway, New York. (M) Motion-picture fiction. Ralph Daigh. Good rates, Acc.

Photoplay, (Macfadden) 7751 Sunset Blvd., Hollywood, Calif. (M-25) Motion picture articles; serials. Miss Ruth Waterbury. Good rates, Acc.

Picture Play Magazine, (S. & S.) 79 7th Ave., New York. (M-15) Motion-picture fan articles 1200-1500, usually on assignment. Norbert Lusk. Indefinite rates, Acc.

Radio Mirror, (Macfadden) Chanin Bldg., New York. (M) Radio fan features on stars and programs. Fred R. Sammis. Good rates, Acc.

Radio Stars, (Dell) 149 Madison Ave., New York. (M-10) Fan stories, lives of radio personalities up to 2000. Lester C. Grady. Good rates, Acc.

Screen Book, (Fawcett) 7046 Hollywood Blvd., Hollywood, Calif. (M-10) Short news articles on popular screen favorites, usually on assignment. Ted Magee. Liberal rates, Acc.

Screenland, 45 W. 45th St., New York. (M-25) Motion-picture feature articles. Miss Delight Evans. Fair rates, Pub.

Screen Play, (Fawcett) 7046 Hollywood Blvd., Hollywood, Calif. (M-10) Authentic articles of interest to movie fans, usually on assignment. Llewellyn Miller. Liberal rates, Acc.

Screen Romances, (Dell) 149 Madison Ave., New York. (M-25) Production stories and fictionalization of motion-picture plays, by assignment. May Ninomiya. Rates by arrangement, Acc.

Silver Screen, (Screenland Mag., Inc.) 45 W. 45th St., New York. (M-10) Articles only about movie stars and pictures. Elliott Keen. Highest rates, Pub.

Theatre Arts Monthly, 40 E. 49th St., New York; 2 Ladbroke Rd., London, W. 11, England. (M-35) Articles on theatre and associated arts 1800-2500; news items; photos. Edith J. R. Isaacs. 2c, Pub.

Variety, 154 W. 46th St., New York. (W-15) Theatrical articles, news, staff-written. Sidne Silverman. Space rates.

TRADE JOURNALS—MISCELLANEOUS

Air Conditioning and Refrigeration News, 5229 Cass Ave., Detroit, Mich. (W-10) Informative articles on servicing of refrigerating machines, successful ideas for promoting and selling electrical appliances, descriptions of air conditioning installations; news of more than local importance; human-interest photos. George F. Taubeneck. 1c, Pub.

Air Conditioning combined with **Oil Heat**, 232 Madison Ave., New York. (M) News on construction, operation, merchandising of oil burners and air conditioning. A. E. Coburn, assoc. ed. 30c inch, Pub.

American Artisan, 6 N. Michigan Ave., Chicago (M-25) Merchandising articles with illustrations on experiences in warm-air heating and sheet metal work. J. D. Wilder. \$3.50 to \$10 page.

- American Baker**, The, 118 S. 6th., Minneapolis. (M-10) Baking innovations; examples of good merchandising. 1/4c and up, Acc.
- American Builder and Building Age**, 105 W. Adams St., Chicago. (M-25) Articles on activities of home-building contractors. B. L. Johnson. \$10 page, Pub.
- American Druggist**, 572 Madison Ave., New York. (M) News features 200-1000; photos, Howard Stephenson. High rates, Acc.
- American Hairdresser**, 386 4th Ave., New York. (M-35) Trade News. 1c, Pub.
- American Ink Maker**, 254 W. 31st St., New York. (M) News of printers' ink manufacturers and distributors. Low rate, Pub.
- American Lumberman**, 431 S. Dearborn St., Chicago. (Bi-W) News and features of lumber and building materials industry. E. C. Hole. \$3.50 column, Pub.
- American Paint & Oil Dealer**, 3713 Washington Blvd., St. Louis. (M) Retail paint selling articles, illustrated. Arthur A. Foss. Good rates, Pub. (Overstocked.)
- American Painter & Decorator**, 3713 Washington Blvd., St. Louis, Mo. (M-10) Accurate, technical and semi-technical descriptive articles on unusual decorating jobs, photos. Query. George Boardman Perry. Up to 1c; photos, amateur, up to \$1, professional, \$2, Pub.
- American Paper Merchant**, 1911 Conway Bldg., Chicago. (M-35) News and features regarding paper merchants. F. G. Pulley, mng. ed. 1/4c up, Pub.
- American Perfumer—Cosmetics—Toilet Preparations**, 9 E. 38th St., New York. (M-30) Technical articles on perfumes, cosmetics, soaps, etc., articles on merchandising of same from manufacturer's standpoint; news items on manufacturers. S. L. Mayham. Indefinite rates, features, Acc.; news, Pub.
- American Printer**, The, 9 E. 38th St., New York. (M-25) Technical articles for printing-plant executives, mostly written to specification. L. B. Siegfried. 1c up, Pub.
- American Roofer**, 404 4th Ave., New York. (M-25) Articles from roofing contractors, describing difficult jobs, salesmanship, advertising methods. James McCawley, 1c, photos \$1, Pub.
- American Silk & Rayon Journal**, 373 4th Ave., New York. (M-30) Articles on silk, rayon, textile industry 1500-3000. H. W. Smith. \$7.50 per 1000, Pub.
- Autobody Trimmer and Painter**, 15 E. 8th St., Cincinnati. Of the trade illustrated with photos, drawings, etc. John R. Warrington. 1/4c, Pub.
- Automatic Heat & Air Conditioning**, 1900 Prairie Ave., Chicago. (M) Articles on firms selling automatic heat and air conditioning equipment. Good rates, Pub.
- Automatic World**, 120 St. Louis Ave., Ft. Worth, Tex. (M) News and features pertaining to vending machines. O. J. Branch. 20c column inch, Pub.
- Automobile Digest**, 22 E. 12th St., Cincinnati. (M-25) Methods and management articles of interest to service garage men. Ray Kuns. Indefinite rates, Acc.
- Automobile Trade Journal**, Chestnut and 56th, Philadelphia. (M-25) Features based on interviews with successful automobile dealers up to 1200. Elliott Curtis, Jr. 2c, Pub.
- Automotive Daily News**, 5th Floor, New Centre Bldg., Detroit, Mich. News correspondents in towns and cities of importance. Chris Sinsabaugh. 20c inch, photos \$1.50, Pub.
- Automotive Merchandising**, 97 Horatio St., New York. (M) Articles of interest to car dealers, garages, service stations, independent shops, up to 2000. Photos, Stanley P. McMinn. 1c, Pub.
- Bakers' Helper**, 330 S. Wells St., Chicago. (Bi-W-25) Business-building plans for bakers, technical articles, chiefly supplied by staff. V. E. Marx. 35c inch (73 words), Pub.
- Bakers Review**, 330 W. 42d St., New York. (M) Successful merchandising plans of bakers, technical articles of the trade. C. W. Webster. 20c inch, Pub. (Buys little.)
- Bakers Weekly**, 45 W. 45th St., New York. (W-10) News correspondents in principal cities. Bakery features, selling ideas, window displays. Albert Klopfer. Space rates, Pub.
- Bar & Grill Journal**, 105 W. 40th St., New York. (M) 800-1200 word features on outstanding bars, taverns, cafes and restaurants. Photos of above. G. H. Trimmingham. 1/4c up, Pub.
- Barrel & Box & Packages**, 205 W. Wacker Dr., Chicago. (M) Articles and news items dealing with manufacture and use of wooden containers. R. S. Torgerson. 25c inch, Pub.
- Beach and Pool**, 404 4th Ave., New York. (M-25) Illustrated articles on swimming and beach operation, management, swimming-pool design, construction, sanitation, etc., 1000. 1c up, photos \$1.50 up, Pub. (Overstocked.)
- Black Diamond**, The, 431 S. Dearborn St., Chicago. (Bi-W-20) Practical method articles in the coal industry. A. T. Murphy. 1/4c up, Pub.
- Bookbinding & Book Production**, 50 Union Square, New York. (M) News of book printing and bookbinding trade, Query on features. D. M. Glikson. 1/4c to 1c, Pub.
- Boot & Shoe Recorder**, 239 W. 39th St., New York. (W-25) "Success" stories from retail shoe stores; news. Regular correspondents. Arthur D. Anderson. 1c, Pub.
- Brewer and Dispenser**, 501 Maritime Bldg., Seattle, Wash. (M) News, features, Pacific coast beer industry. Indefinite rates.
- Brewers' Journal**, 431 So. Dearborn St., Chicago. (M) News and features of the brewing industry. H. S. Rich. Indefinite rates, Pub.
- Brewery Age**, 43 E. Ohio St., Chicago. (M-30) News and features of the brewing industry. Jos. Dubin. Indefinite rates, Pub.
- Brick & Clay Record**, 59 E. Van Buren St., Chicago. (M-50) News and features of brick and clay industry. Regular correspondents. H. V. Kaepfel, mng. ed. 1c up, Pub.
- Building & Modernization**, 9 E. 40th St., New York. (M-25) Articles dealing with unusual building or building modernization jobs, with photos and plans, 500-2000. H. D. Vernam. \$10 page, Pub.
- Building Supply News**, 59 E. Van Buren St., Chicago. (M-30) News of lumber and building supply dealers, 100 words maximum; reports of conventions; 200-300 word articles for departments, "Practical Aids to Profit," and "Yard Kinks." John H. Van Deventer, Jr. 40c inch, Pub.
- Bus Transportation**, 330 W. 42d St., New York. (M-35) Practical bus operation articles 1500; 2 or 3 photos. C. W. Stocks. 1/4c, Acc. News items, first 100 words 2c, bal. each item 1/4c. Pub. (Query.)
- Casket & Sunnyside**, 487 Broadway, New York. (M-25) Interviews with morticians on mortuary management. 1/4c, Pub. (Query first.)
- Ceramic Industry**, 59 E. Van Buren St., Chicago. (M-50) News items, pottery, glass, enamel plants, executives, sales campaigns, production activity. H. V. Kaepfel. 1c, Pub.
- Chain Store Age**, 93 Worth St., New York. (M-35) Feature articles, assignment only. G. M. Lehar. About 1/4c, Pub.
- Cleaning and Dyeing World**, 330 W. 42d St., New York. (M) Technical articles, merchandising, advertising, window display success stories. A. R. Kates. About 1/4c, Pub.
- Coin Machine Review**, 1113 Venice Blvd., Los Angeles. (M) Maintains regular correspondents in principal cities. H. L. Mitchell, Assoc. Ed. Fair rates, Pub.
- Commercial Car Journal**, Chestnut and 56th Sts., Philadelphia. (M-40) Articles on servicing and operating methods of truck fleet operators, particularly methods for effecting economies 1500. George T. Hook. Minimum for feature, \$25, Pub.
- Confectioners Journal**, 437 Chestnut St., Philadelphia. (M-35) Illustrated articles on wholesale candy manufacturing companies, describing production methods or merchandising policies from manufacturer's point of view. Eugene Pharo. Up to 1c, photos \$1 to \$3, Acc.
- Confectioners News**, 437 Chestnut St., Philadelphia. (M) Illustrated articles, 1000 (or less) on jobbing confectionery businesses, showing how named jobbers employ profitable methods or policies. Stories showing how candy jobbers assist retailers in display and disposal of confections. Eugene Pharo. Up to 1c, photos \$1 to \$3, Acc.
- Confectionery and Ice Cream World**, 99 Hudson St., New York. (W) Correspondents in principal cities provide news coverage. Fair rates, Pub.
- Corset & Underwear Review**, 1170 Broadway, New York. (M-35) Articles, buyer news feature articles for corset and brassiere departments, specialty shops. Louise Campe. 1/4c, Pub.
- Corsets & Brassieres**, 267 5th Ave., New York. (M) Query on department or specialty shop features. J. H. Bowman. 1/4c, Pub.
- Cracker Baker**, The, 45 W. 45th St., New York. (Chicago office, 360 N. Michigan Ave.) (M-20) Stories pertaining to biscuit and cracker industry; plant write-ups; sales stories; practical or technical articles; human-interest and success stories. Query. L. M. Dawson, 30 to 50c inch, Pub.
- Creamery Journal**, Waterloo, Ia. (M) Articles on cheese manufacture and distribution. E. S. Estel. Approx. 1/4c, Pub.
- Crockery and Glass Journal**, 1170 Broadway, New York. (M) Illustrated articles on china and glass sales promotion stunts in retail stores, 1000; interviews with buyers; merchandising stories; news items; photos. John Regan. 1/4c, Pub.
- Dairy Produce**, 110 N. Franklin St., Chicago. (2M-15) Limited market for illustrated features on processing and merchandising of dairy products. C. S. Paton. Up to 1c, Pub.
- Dairy World**, 608 S. Dearborn St., Chicago. (M-10) Merchandising and improved quality of product articles of proved merit; new or remodeled plant articles on dairy plants (milk, ice-cream, butter, cheese, dairy by-products); articles on milk plants preferred, 500 to 2000, with photos, ads. E. C. Ackerman. 1c, ads \$1, photos \$1 to \$3 and up, Pub.
- Diesel Digest**, 304 S. Broadway, Los Angeles. (M-25) Occasional articles 1000 to 2000, descriptive of new Diesel usages or novel installations. Illustrations. Robt. G. Agee. 1/4c, photos 50c, Pub.
- Diesel Power**, 192 Lexington Ave., New York. (M-35) Articles on economics of Diesel plant operation 2000; photos. Lacey H. Morrison. 1c, Pub.
- Diesel Transportation**, (Supplement to Diesel Power) 192 Lexington Ave., New York. Illustrated articles on use of Diesel engines in locomotives, rail cars, tractors, etc. Lacey H. Morrison. 1c, Pub.
- Distribution & Warehousing**, 249 W. 39th St., New York. (M-30) Articles of interest to national distributors who use public merchandise and cold-storage warehouses. Kent B. Stiles. 1/4c up, photos \$2, Pub.
- Domestic Engineering**, 1900 Prairie Ave., Chicago. (M-25) Plumbing, heating, and air conditioning trade merchandising and technical articles up to 3000. Wm. W. Gothard. 1c, Pub.
- Druggists' Circular**, The, 12 Gold St., New York. (M-25) Druggist success articles. R. W. Rodman. Indefinite rates, Pub.
- Drug Topics**, 330 W. 42d St., New York. (W-10) Retail drug trade. Dan Rennick. Mng. Ed. 1c, Pub.
- Drug Trade News**, 330 W. 42d St., New York. (Bi-W) News of manufacturers in drug and toilet goods fields. Dan Rennick, Mng. Ed. Indefinite rates.
- Drug World**, 572 Madison Ave., New York. (Bi-W) News covering manufacturing and wholesaling activities in drug, cosmetics and soda fountain fields. Query on coverage. Charlie Cunneen. 50c inch, Pub.
- Dry Goods Economist**, 239 W. 39th St., New York. (Bi-M-15) Articles of specific interest to department store field, up to 750, longer articles by arrangement. C. K. MacDermut, Jr., Mng. Ed. 1/4c, photos \$2, special rates on best material, month after acceptance.
- Dry Goods Journal**, Box 1316, Des Moines, Ia. (M) Only outstanding merchandising-articles about store departments bought. Largely staff-written. K. I. Boreman. 1c, Acc.
- Editor & Publisher**, 1700 Times Bldg., New York. (W-10) Daily newspaper trade articles, news items. James Wright Brown. \$2 a column up, Pub.
- Electrical Dealer**, 360 N. Michigan Ave., Chicago. Illustrated features, up to 2000; "shorticles," on merchandising electrical and radio appliances. Stanley A. Dennis. 1c, Pub.

- Electrical South**, Grant Bldg., Atlanta, Ga. (M-10) News and features of interest to electric power companies, Southern contractors, dealers, wholesalers. Carl W. Evans. ¼c to 1½c. Pub.
- Electrical Wholesaling**, 330 W. 42d St., New York. (M-25) Largely staff-written. Query editor on possible features. E. T. Rowland. Good rates, Pub.
- Excavating Engineer**, S. Milwaukee, Wis. (M-25) Semi-technical articles on excavation by power shovel, dragline, dredge, clam shell, excavating contracts, open pit mining, quarry, drainage 500-2000. Arnold Andrews. 1c, photos \$1, cartoons on shovel subjects \$1 to \$2, Pub. (Query.)
- Factory Management & Maintenance**, 330 W. 42d St., New York. (M) Query editor on articles on factory management and maintenance methods. L. C. Morrow. Good rates, Pub.
- Federated Automotive Service News**, 223 S. Waverly Drive, Dallas, Tex. (2M-10) Short news items pertaining to local trade associations of auto repair men, tire and battery men, gas and oil retailers, etc. Overstocked. File name for possible assignment. C. C. Hayley. 1c, Pub.
- Feed Bag**, The, 741 N. Milwaukee St., Milwaukee. (M-25) Illustrated articles on out of the ordinary merchandising ideas used by feed dealers 750-1000. Specifically from N. E. quarter of the U. S. David K. Steenbergh. 1c, Pub.
- Feedstuffs**, 118 S. 6th St., Minneapolis. (W-5) Articles on merchandising, cost accounting, general business practices, applicable to the feed trade. Harvey E. Yantis. ¼c, Acc.
- Film Daily**, 1650 Broadway, New York. (D) News of the film industry. J. W. Allicote. Space rates.
- Fine Furniture**, 155 Ottawa Ave., N. W., Grand Rapids, Mich. (M) Illustrated style and merchandising features concerning furniture trade; merchandising shorts. Rod McKenzie. ¼c, Pub.
- Fishing Gazette**, 461 8th Ave., New York. (M-25) Illustrated articles on all branches of commercial fishing (no sport fishing). Prefers preliminary outline. Carroll E. Fellissier. Articles \$5 page, news 25c inch, photos \$1, Acc.
- Food**, 111 Sutter St., San Francisco. (M) Highly illustrated articles for food retailers, up to 1000. Douglas McInee. Better-than-average rates, Acc.
- Ford Dealer and Service Field**, 407 E. Michigan St., Milwaukee. (M-25) Ford trade articles preferably under 200, on selling, service, parts merchandising, administration. Ford super-service station operation. Ford truck experience stories from users. Walter W. Belson. 1c, Acc.
- Food Field Reporter**, 330 W. 42d St., New York. (Bi-W) News of the food and grocery product manufacturers. Dan Rannick. 1c, Dept. items 8c line, Pub.
- F.T.D. News**, 251 W. Larned St., Detroit. (M) Florists' trade news, regular correspondents. M. Bloy. Fair rates, Pub.
- Furniture Age**, 2225 Herndon St., Chicago. (M-50) Illustrated merchandising shorts and home furnishing trend articles 100 to 1500, in re furniture, rugs, draperies, refrigeration, washing machines, radios, toys; featuring outstanding promotions, new stores, model houses, unusual merchandising methods. Must be well illustrated. J. A. Gary. 1c, photos \$2, Pub.
- Furniture Index**, Jamestown, N. Y. (M) Features and shorts on furniture merchandising. L. M. Nichols. 1c, Pub. (Slow to pay.)
- Furniture Record**, 260 Tremont St., Boston. (M) Feature articles on furniture trade. Wm. C. Pank. Indefinite rates.
- Gas Age Record**, 9 E. 38th St., New York. (W) Articles and news of gas companies; interviews with public utility heads. H. O. Andrew. 1c, Pub.
- Geyer's Stationer and Business Equipment Topics**, 260 5th Ave., New York. (M) Brief feature articles in stationery, office equipment and furniture, allied fields, advertising, etc., based on actual interviews. Thos. V. Murphy. \$5 each, Pub.
- Gift & Art Buyer**, 260 Fifth Ave., New York. (M) Brief interviews, illustrated, on gift and art, home decorative accessories, greeting card, allied fields, promotion methods, advertising, etc. Thomas V. Murphy. \$5 each, Pub.
- Gloves**, Gloversville, N. Y. (M-25) Illustrated merchandising articles on gloves. Bethune M. Grant, Jr. 1c, Pub.
- Guide, The, Commercial Exchange Bldg.**, Atlanta, Ga. (M-50) Articles on merchandising, advertising, production, selling, management, delivery fleets maintenance, layout of production line, etc., in modern steam laundry and dry cleaning plants, 750 to 1200. R. L. Simms. ¼ to 1c, photos 50c to \$1, Pub.
- Hardware Age**, 239 W. 39th St., New York. (2-M-15) Illustrated features on retail hardware stores. Charles J. Heale. \$12 page (about 1½ to 2c per word), Pub.
- Hardware Retailer**, 130 E. Washington Bldg., Indianapolis. (M-25) Illustrated hardware merchandising features. Rivers Peterson. Glendon Hackey. 1c, Pub.
- Hardware World**, Burnham Bldg., 160 N. LaSalle St., Chicago. (M) Limited market for hardware merchandising stories, also housewares, china, glass 200-1000. Henry E. Ashmun. 1c, photos \$1, after Pub.
- Hat Life**, 1123 Broadway, New York. (M) Query on hat trade features. Ernest Hubbard. Good rates, Acc.
- Haul-Age**, Studebaker Corp., South Bend, Ind. Well illustrated fact yarns with Studebaker truck as "hero." Frederick O. Schubert. 1c up, photos extra, Acc.
- Health Foods Retailing**, 333 N. Michigan Ave., Chicago. Interviews with health-food merchandisers. Helen T. Kordel. ¼c, Pub. or 1c, Pub. with photo. Additional photos \$1 each extra. Sales promotion ideas (100 words), \$2, Pub.
- Henting, Piping and Air Conditioning**, 6 N. Michigan Ave., Chicago. (M-25) Articles covering design, installation, operation, maintenance, of heating, piping and air-conditioning systems in industrial plants and large buildings up to 2500, mostly by engineers. C. E. Price. Good rates, Pub.
- Hide and Leather**, 20 Vesey St., New York. (W-15) Technical tannery and shoe manufacturing articles; brief news articles on new leather products, production methods, sales promotion campaigns by shoe and leather manufacturers. Query. James G. Peedle. 1c, Pub.
- Hotel Bulletin**, 260 Tremont St., Boston. (Bi-M) Articles on hotel maintenance and management. Wm. C. Pank. ¼c, Pub.
- Hotel Management**, 222 E. 42d St., New York. (M-25) Articles on hotel financing, maintenance, operation; remodeling of clubs. Action photos. Short ideas. J. O. Dahl. 1½ to 5c, Acc.
- Hotel Monthly**, 950 Merchandise Mart, Chicago. (M) Hotel news and features. Space rates, Pub.
- Hotel World-Review**, 222 E. 42d St., New York. (W-5) Mostly hotel news. Query on news and features. A. M. Adams. ½ to 1c, Acc.
- House Furnishing Review**, 1170 Broadway, New York. (M) Illustrated news, feature, promotional articles from housewares, bath shops and major appliance departments 300-700. Julien Ellenbein. ¼c, \$1 for photos, Pub.
- Ice & Refrigeration**, 435 N. Waller Ave., Chicago. (M-35) Ice-making, cold-storage, refrigeration articles and news; also articles on ice merchandising. J. F. Nickerson. Indefinite rates, Pub.
- Ice Cream Field**, 45 W. 45th St., New York. (M-25) Business building articles for wholesale ice cream plants 750 to 1500. W. H. Hooker. ½c up, photos 50c to \$1, Pub. (Buying little; query first.)
- Ice Cream Trade Journal**, 171 Madison Ave., New York. (M-25) Convention reports (on order); articles on management, manufacturing, distribution and sales activities of special wholesale ice-cream companies 500-2000. Harry W. Huey. 1c, Pub.
- Implement Record**, 420 Market St., San Francisco. (M) Material mostly secured direct from trade, but occasional news purchased. Query. Osgood Murdock. Varying rates, Acc.
- India Rubber World**, 420 Lexington Ave., New York. (M-35) Technical rubber articles, 2500. S. C. Stillwagon. 8c, Pub.
- Industrial Finishing**, 802 Wulfin Bldg., Indianapolis. (M-20) Articles of interest or value to industrial users of finishing materials, equipment, supplies in factories, 100 to 1500. W. H. Rohr. ¼ to 1c, Pub.
- Industrial Marketing**, 100 E. Ohio St., Chicago. (M) News and features on industrial marketing and advertising. Ralph O. McGraw. 1c, Pub.
- Industrial Retail Stores**, Southern Bldg., Washington, D. C. (M-20) Merchandising articles and success stories on "company store" operations, 500 to 1000. Hull Bronson. ¼c, Pub.
- Industry & Welding**, Industrial Pub. Co., 812 Huron Rd., Cleveland. (M-Free) Constructive articles for the welder. Irving B. Hexter. 1c, Pub.
- Infants' & Children's Review**, 1170 Broadway, New York. (M) Articles on merchandising of infants' and children's garments; news of buyers. Arthur I. Mellin. ¼c, Pub.
- Inland Printer**, 205 W. Wacker Dr., Chicago. (M-40) Constructive articles on production, selling, management problems of printing industry. J. L. Frazier. Indefinite rates, Pub.
- Insurance Field**, 322-28 W. Liberty St., Louisville, Ky. (Life Ed. W-15; Fire Ed. W-25) Correspondents covering fire, casualty, life insurance news in all principal cities. M. R. McGruder. About ¼c, Pub.
- Insurance Salesman**, 222 E. Ohio St., Indianapolis. True stories of life insurance helping beneficiaries and policyholders in unusual ways, up to 1200. Sharp prints, candid or action photos of life insurance men. Query with name first. \$2 to \$3.50, Acc. C. C. Robinson. ¼ to 1c, Acc.
- International Blue Printer**, 431 S. Dearborn St., Chicago. (M-30) Illustrated technical articles on blue printing, photo copying, mechanical and constructive engineering, 2000 or less. Glen Edwards. 1c, photos \$1, Pub.
- Jewelers' Circular-Keystone**, 239 W. 39th St., New York. (M-25) Storekeeping, merchandising articles for retail jewelers, important news of jewelry trade. A. Merchant Clark. 40c inch, Pub.
- Knitted Outerwear Age**, 93 Worth St., New York. (M) Regular protected correspondents in principal cities. News and merchandising features. Bertram M. Lebar. 1½ to 2c, Pub.
- Laundry Age**, 330 W. 42d St., New York. (M-25) Articles on assignment only. J. M. Thacker. Indefinite rates, Pub.
- Linens & Domestics**, 1170 Broadway, New York. (M-10) Trade and feature articles on linen goods, blankets and towels; interior or window display photos. Query on anything special. Julien Ellenbein. ¼c, photos \$1, Pub.
- Liquor Store and Dispenser**, 205 E. 42d St., New York. (M-30) Illustrated merchandising articles 800 for wine and liquor retailers, hotels and restaurants. Hartley W. Barclay. 1½c, photos \$1.50, Pub.
- Lubrication and Maintenance**, 624 S. Michigan Ave., Chicago. (M) Almost entirely staff-written; occasionally buys an assigned article. Query. Brandon E. Rourke. Good rates.
- Luggage and Leather Goods**, 1170 Broadway, New York. (M) Successful merchandising plans, department store handbag and luggage departments. Unusual window displays and interior layouts. News about buyers. Arthur Mellin. ¼c, Pub.
- Magazine of Light**, The, Nela Park, Cleveland, O. (10 issues a year-20) Feature articles of modern lighting installation with a merchandising and engineering appreciation, 1000. J. L. Tugman. 1c, Acc.
- Meat Merchandising**, 105 S. 9th St., St. Louis, Mo. (M-20) Articles on personnel management; unusual merchandising schemes for meat or canned goods; funny cartoon ideas for meat markets. Frank J. Maher. 1c, Pub.
- Men's Wear**, 8 E. 13th St., New York. News and features on men's wear departments or stores. H. J. Waters. Good rates, Pub.
- Mida's Criterion**, 400 W. Madison St., Chicago. (M) News of liquor and wine trade. Query. R. B. Birch, Jr. ¼c, Pub.
- Mill & Factory**, (Conover-Mast Corp.) 205 E. 42d St., New York. (M-35) Now buying technical articles for balance of 1937. Query editor for copy of magazine and instructions. Hartley W. Barclay. 1c and up, usually Acc.
- Model Maker**, Wauwatosa, Wis. (Bi-M-25) Articles, up to 2000, describing working steam model locomotives, gas engines, power boats, model stationary engines. A. C. Kalmbach. ¼c approx., Pub.
- Modern Brewer**, 205 E. 42d St., New York. (M-40) Interviews with brewers and brew-masters on technical problems; biographical sketches of brewery executives on assignment only. Hartley W. Barclay. 1c up, usually Acc.

- Modern Packaging**, 425 4th Ave., New York. (M-50) Illustrated articles on package production and merchandising window and counter display, on assignment only. D. E. A. Charlton. 1 to 4c. Pub.
- Modern Plastics**, 425 4th Ave., New York. (M-50) Articles on plastic materials, plastic products, uses, adaptations, on assignment only. E. F. Lougee.
- Modern Stationer**, 250 5th Ave., New York. (M-25) Illustrated dealer stories. David Manley. 1c, photos \$2.50, Pub.
- Motion Picture Herald**, Rockefeller Center, New York. (W) Authoritative material of interest to motion-picture exhibitors in conduct of business, acutely technical. Terry Ramsaye. Indefinite rates, Pub.
- Motor**, 572 Madison Ave., New York. (M) Articles on merchandising, service and management for new car dealers, repair-shop operators, automotive jobbers. Neal G. Adair. Good rates, Pub.
- Motor Service**, 549 W. Washington Blvd., Chicago. (M) Garage technical and management articles. Submit outline. A. H. Packer. Good rates, Acc.
- Motorship and Diesel**, 192 Lexington Ave., New York. (M-25) News items on Diesel powered boats and short articles on marine Diesel performance. L. R. Ford. 1c, Pub.
- Music Trades**, 113 W. 57th St., New York. (M-25) News and features of the music business. W. J. Dougherty. 1c, Pub.
- National Bottlers' Gazette**, 80 Broad St., New York. (M-50) Features of interest to the bottled soft drink industry. W. B. Keller, Jr. \$7.50 page, Pub.
- National Carbonator & Bottler**, Commercial Exchange Bldg., Atlanta. (M-50) Illustrated articles on merchandising, advertising, production, selling, management, delivery fleets for soft drink industry, in actual use, 750-1250; news items 50-100. ¼c to 1c, photos 50c to \$1, Pub.
- National Cleaner & Dyer**, 305 E. 45th St., New York. (M-25) Feature articles; short items 100-1000 of cleaning and dyeing trade; photos. Paul C. Trimble. About 1c, Pub.
- National Clothier**, Merchandise Mart, Chicago. (M) Short merchandising ideas, features. Allen Sinsheimer. ¼c, Pub.
- National Jeweler**, 536 S. Clark St., Chicago. (M-25) Limited market for illustrated articles with news, merchandising slant 250 to 500. Francis R. Bentley. ¼ to 1c, Acc.
- National Provisioner**, 407 S. Dearborn St., Chicago. (W-20) Practical illustrated merchandising articles on meat packing plants, meat distribution from plant to consumer. Paul I. Aldrich. ¼c up, Pub.
- New England Electrical News**, 250 Stuart St., Boston. (M-20) Articles on successful electrical contractors 2500. E. Frost. Flat payment, rate not specified, 30 days after Pub.
- Northwestern Miller**, 118 S. 6th St., Minneapolis, Minn. (W-5) Merchandising articles about or of interest to millers and wholesale distributors. Carroll K. Michener. ¼c, Acc.
- Notion and Novelty Review**, 1170 Broadway, New York. News of notion department buyers. Merchandising features. A. I. Mellin. ¼c, Pub.
- Office Appliances**, 20 N. Wacker Dr., Chicago. (M) Articles on selling office equipment. Evan Johnson. 30c inch, Pub.
- Optometric Weekly**, 5 N. Wabash Ave., Chicago. (W) Optometric profession and trade miscellany. Indefinite rates.
- Outdoor Amusement Magazine**, 404 4th Ave., New York. Issued in season.) Constructive articles on general amusement park operation with photos. S. Hoffman. 1c, photos \$1.50, Pub.
- Pacific Drug Review**, Woodlark Bldg., Portland, Ore. (M-25) Articles on drug merchandising, window and inside display, advertising. F. C. Felter. Nominal rates, Pub.
- Packing & Shipping**, 30 Church St., New York. (M-25) Items of interest to packing and shipping depts. of industrial companies, on packing, loading, handling, distribution, loss and damage in shipping, etc., 1000. C. M. Bonnell, Jr. ¼ to 1c, photos 50c to \$1, Pub.
- Paper Converters**, 1911 Conway Bldg., Chicago (M-35) Merchandising articles to 1200; descriptions of new paper products. F. G. Pulley, Mng. Ed. ¼c, Pub.
- Petroleum Age**, 500 N. Dearborn St., Chicago. (M-25) Merchandising petroleum products, auto accessories by independent oil marketing companies; details of successful oil-jobbing concerns. O. F. List. ¼c, photos 50c, Pub.
- Picture and Gift Journal**, 537 S. Dearborn St., Chicago. (M-20) Merchandising articles on gift and picture shops, photos. J. C. Raleigh. About ¼c, photos, 50c to \$1, Pub.
- Playthings**, 381 4th Ave., New York. (M-25) Limited market for toy merchandising features 2000-2500. J. M. Cloud. ¼c, Pub.
- Plumbing and Heating Trade Journal**, 515 Madison Ave., New York. (M-25) Articles covering current trends in plumbing and heating business; unusual merchandising, management methods of successful contractors with pertinent high-grade human-interest illustrations, 1000. J. P. Koellisch. Good rates, Pub.
- Power**, 330 W. 42d St., New York. (M-35) Technical articles on power generation by engineers or power executives, up to 1500. \$10 to \$12 page, 1000 words, Pub.
- Power Plant Engineering**, 53 W. Jackson Blvd., Chicago. (M-25) Articles on power plant operation, appliances and use, 500-1500. Arthur L. Rice. 6/10c, Pub.
- Power Wagon**, 536 Lake Shore Drive, Chicago. (M) Articles on operation and maintenance of large fleets. A. W. Stromberg. 1c, Pub. (Slow to use.)
- Practical Builder**, 59 E. Van Buren St., Chicago. (M-25) Brief illustrated articles dealing with practical problems of the small contractor, 300; trade information, how-to-do-it articles, photos. Phil W. Hanna. 70c inch, Pub.
- Printing**, 41 Park Row, New York. (M-25) Printing plant and sales management articles up to 1200, trade news of employing printers and their plants. Charles C. Walden, Jr., Ed.; Ernest F. Trotter, mng. ed., 30c inch, photos ¼ space rates, Pub.
- Progressive Grocer**, 161 6th Ave., New York. (M-20) Illustrated idea articles 100-200, grocery trade articles, especially success stories, 1200-1500; photos. Ralph F. Linder. 1c to 2c, Acc. Original jokes with grocery slant, \$1 each. Attractive photos of food window and interior displays, meat displays. \$3 to \$5 each.
- Publishers Weekly**, The, 62 W. 45th St., New York. (W-15) Articles about and of interest to the booktrade 1500-2000. Frederic G. Melcher. 1c, 10th of mo, following Pub.
- Radio & Electric Appliance Journal** (including **The Radio Merchant**), 1270 6th Ave., New York. (M) Trade news and features. Limited market. Daniel Webster. Fair rates, Pub.
- Radio Retailing**, 330 W. 42nd St., New York. (M) Illustrated features on radio merchandising, 100-1500. W. MacDonald. 1c up, Acc.
- Radio To-day**, 480 Lexington Ave., New York. (M) News and features of trade. Dr. Orestes H. Caldwell. 1c up, Pub.
- Radio Weekly**, 99 Hudson St., New York. (W) Correspondents in principal cities provide news coverage. Low rates, Pub.
- Railway Mechanical Engineer**, 30 Church St., New York. (M-35) Railroad shop kinks, photos, Roy V. Wright. 50c inch, Pub.
- Real Estate Record**, 119 W. 40th St., New York. (W-50), (M-25) Articles on building management (office and apartment buildings). Norbert Brown. 1c, Pub.
- Refrigeration**, 711 Glenn St., S.W., Atlanta, Ga. (M-50) Name and fact stories on ice refrigeration and merchandising of ice and ice refrigerators. Hal Reynolds. \$4 column, Pub.
- Restaurant Management**, 222 E. 42d St., New York. (M-25) Pictorial shorts; short articles on cafeterias, counter lunch rooms, store and industrial restaurants; illustrated; short ideas. J. O. Dahl. 1c up, Acc.
- Retail Bookseller**, The, 55 5th Ave., New York. (M-15) Approved articles of practical interest to booksellers and rental library proprietors, 1500-2500. Francis Ludlow. 1c, Acc.
- Retail Ledger and Homewares**, 260 Tremont St., Boston. (M) Articles on department store management, promotions, etc. Wm. C. Pank. ¼c, Pub.
- Retail Tobacconist**, 117 W. 61st St., New York. (2M-15) Articles on business methods of successful tobacconists 500-1500. H. P. Patrey. ¼c, Pub.
- Rock Products**, 205 W. Wacker Dr., Chicago. (M) Articles on cement, lime, gypsum quarries, sand and gravel plant operations, etc. Indefinite rates, Pub.
- Rough Notes**, 222 E. Ohio St., Indianapolis. (M) Business-getting ideas of interest to fire and casualty insurance salesmen. Irving Williams. Fair rates, Pub.
- Rubber Age**, 250 W. 57th St., New York. (M-25) Articles of interest to manufacturers of rubber products up to 2400. M. E. Lerner. \$8 page, Pub.
- San Francisco Styles and Selling**, 507 Montgomery St., San Francisco. (M) Very brief selling ideas used by Pacific Coast dry goods, department and general stores. 20c inch, photos up to \$2, Pub.
- Seed World**, 223 W. Jackson Blvd., Chicago. (2M) Articles on growing and merchandising seeds. W. L. Oswald. ¼c, Pub.
- Service**, 19 E. 47th St., New York. (M) Technical or semi-technical articles of interest to radio service field. Robert O. Herzog, E. E. 1c, Pub.
- Shipping Management**, 404 4th Ave., New York. (M-25) Articles of interest to shippers of leading manufacturing, wholesaling, and retailing firms. 1c, Pub.
- Shoe Repair Service**, 702 Commercial Bldg., St. Louis. (M-Gratis) Constructive articles pertaining to shoe repairing by high-grade shoe rebuilders, 300-1500; fillers 50-100. A. V. Fingulin. ¼c to 1c, Pub.
- Soda Fountain Magazine**, The, 420 Lexington Ave., New York. (M-15) Illustrated articles on business-building methods for soda fountains, soda lunches, up to 1000. V. E. Moynahan. 1c, Pub.
- Southern Funeral Director**, 711 Glenn St., S.W., Atlanta, Ga. (M-25) Articles of interest to southern morticians, merchandising in display rooms, collections, advertising. Hal Reynolds. \$8 page, Pub.
- Southern Hardware**, 1020 Grant Bldg., Atlanta, Ga. (M-25) Illustrated articles on management and merchandising methods in southern hardware stores. T. W. McAllister. 1c up, Pub.
- Southern Knitter**, Clark Pub. Co., Charlotte, N. C. (M) Technical articles pertaining to knit goods manufacturer. David Clark. Indefinite rates, Pub.
- Southwestern Baker**, 542 M. & M. Bldg., Houston, Tex. (M-10) News and features of Texas, Alabama, Florida, Georgia, N. Carolina, S. Carolina, Mississippi, Tennessee, Arkansas, Louisiana, Oklahoma and New Mexico baking industry. Charles Tunnell. ¼ to 1c, photos \$1, Pub.
- Southwestern Bottler**, P. O. Box 546, San Antonio, Tex. (M-10) Practical merchandising articles based on interviews with specific bottlers in New Mexico, Oklahoma, Louisiana and Arkansas. Laney McMath. ¼c up, Pub.
- Spice Mill**, The, 106 Water St., New York. (M-35) Feature articles on tea, coffee, spices, condiments and flavoring, especially dealing with practical manufacturing and merchandising problems. C. S. Sewell. ¼ to 1c, Pub.
- Spirits**, 220 E. 42nd St., New York. (M) 1500-word articles on manufacture and merchandising of wines and liquors; 100-word fact and news items. A. B. Greenleaf. Indefinite rates, Pub.
- Sporting Goods Dealer**, The, 10th and Olive Sts., St. Louis, Mo. (M) Illustrated interviews on sporting goods merchandising, store arrangement, news. H. G. Heitzberg. ¼c up, Pub.
- Sporting Goods Journal**, 400 W. Madison St., Chicago. (M) Specific articles describing merchandising programs of sports stores, 500-1000; photos. Ames A. Castle. ¼c up, Pub.
- Starchroom Laundry Journal**, 305 E. 45th St., New York. (M-25) Feature articles on the laundry business, 1000. Noel Grady. ¼ to 1c, Pub.
- Super Market Merchandising**, 45 W. 45th St., New York. (M) Illustrated articles, and news items, on management and operation of super markets. M. M. Zimmerman. ¼c, Acc.

Telegraph Delivery Spirit, Suite 805, H. W. Hellman Bldg., Los Angeles. (M-50) Illustrated business-building features of florist trade, covering T. D. S. members and florist supply houses, growers, wholesalers of flowers. James Madison Aubrey. ¼c. Pub.

Tires Magazine, 420 Lexington Ave., New York. (M-25) Merchandising and servicing articles on tire retailers and super-service station operators 1500-2000. Jerome T. Shaw. ¼ to 1c, news items 25c inch, fillers ¼c, photos \$2. Pub.

Toilet Requisites, 101 W. 31st St., New York. (M) Class magazine for retailers of the better types of toilet goods including department stores and retail druggists with specialized toilet goods departments. Features dealing with dealer helps, ideas, general news items. Elmer Sheets. 1c. Pub.

Tool Engineer, The, 2842 W. Grand Blvd., Detroit. (M) Technical articles on mass manufacturing methods, new processes, new types of fixtures, etc. Roy T. Bramson. \$10 page (3 col. 10 in.-10 pt.). Pub.

Toys and Bicycles, 307 N. Michigan Ave., Chicago. (M) Illustrated merchandising features from leading toy departments and stores, 250-1200. Corina Daugherty. ¼c. Pub.

United States Tobacco Journal, 99 Hudson St., New York. (W) Correspondents in principal cities provide news coverage. Fair rates. Pub.

Voluntary and Cooperative Groups Magazine, The, 114 E. 32d St., New York. (M) Constructive articles for heads of voluntary and cooperative organizations 1000-2000. Gordon Cook. ¼c, photos \$1. Pub.

Wallpaper Magazine, 9 E. 40th St., New York. (M-25) Sales promotion, success stories, new ideas in dealer display, 1000-2000; trade news. A. Louise Fillebrown. 1c. Pub.

Welding Engineer, 608 S. Dearborn St., Chicago. (M) Technical and practical articles of interest to welding departments and shops. F. L. Spangler. 1c. Pub.

Western Beverage, 627 Mills Bldg., Los Angeles. (M-25) Articles covering winery and spirits industries of West. P. T. Carre, Mng. Ed. Rates not at hand.

Western Brewing World, 420 S. San Pedro, Los Angeles. (M) News and features of brewing industry of West. Robt. J. Pritchard. Query on features. Good rates. Pub.

Western Confectioner Ice Cream News, 420 S. San Pedro St., Los Angeles. (M-25) News and features of Western candy, ice-cream, fountain trade. Query on features. Geo. F. Haines. 25c inch. Pub.

Western Hotel Reporter, 681 Market St., San Francisco. (M-15) Illustrated articles of interest to hotel and restaurant men 1500. Jay G. Hillard. 20c inch. Pub.

Western Plumbing & Heating Journal, 3665 S. Vermont Ave., Los Angeles. (M) Trade news and features from west of the Rockies. John B. Reeves. Indefinite rates. Pub.

Wine Review, 420 S. San Pedro St., Los Angeles. (M-25) Articles of interest to wineries; news items. Query on features. H. H. Marquis. 25c inch. Pub.

Wood Construction, Xenia, O. (2M-20) News articles on retail lumber and building supply dealers, based on specific interviews. Findley M. Torrence. 16c inch, including art. Pub.

LIST D

Juvenile and Young People's Publications

Ambassador, The (Baptist Sunday School Board) 161 8th Ave., N., Nashville, Tenn. (W) Ages 13 to 17. Wholesome short-stories, boy and girl characters, 3000. Travel, biographical, practical articles 1500, with illustrations; verse. Novella Dillard Preston. ¼c, poems \$1 to \$2.50. Acc.

American Boy, The, 7430 2d Blvd., Detroit, Mich. (M-10) Boys, high-school and college age. Short-stories up to 4500. Western, mystery, small-town, farm, science, pseudo-science, sports, detective. Humor; fillers 300, with action photos on achievements of boys. Franklin M. Reck, Mng. Ed. 2c up. Acc.

American Farm Youth Magazine, 132 N. Walnut, Danville, Ill. (M-10) Outdoor, rural, modern agricultural articles 100-1000, adventure, mystery, action short-stories 1000-4000, adventure novelettes 6000-12,000, jokes, news items on FFA activities. Homer Paul Andersen. ¼c up, photos 50c to \$2. Pub.

American Girl, 570 Lexington Ave., New York. (M-15) Ages 10 to 17. Girl Scouts publication. Action short-stories 2500-3700; articles 1500-3000. Anne Stoddard. 1c up. Acc.

American Newspaper Boy, 416 N. Marshall St., Winston-Salem, N. C. (M) Short-stories preferably of newspaper carrier boy characters only by authors familiar with modern newspaper boy duties, 2000-3000. Bradley Welfare. \$10 per story. Acc.

Boy Life, (Standard Pub. Co.) 9th and Cutter Sts., Cincinnati. (W) Boys 13 to 17. Wholesome short-stories 1800-2000; serials, articles, miscellany. ¼c up. Acc.

Boy's and Girl's Comrade, (Gospel Trumpet Co.) 5th and Chestnut, Anderson, Ind. (W) Ages 9 to 15. Stories of character building or religious value 1000 to 2000; serials 5 to 10 chapters; verse 2 to 6 stanzas. Ida Byrd Rowe. \$3 per M., photos 50c to \$2. Pub.

Boy's Companion, (Eden Pub. House) 1724 Chouteau Ave., St. Louis, Mo. (W) Boys 9 to 15. Wholesome short-stories 2500; occasional serials, 2500-word installments; articles 600-2000; editorials 600-800, fact items 25-500, poems 3 to 4 verses, photos, illustrations. Marie Rose Remmel, Asst. Ed. 20-30c per 100 wds., verse 5c line. Acc.

Boys' Comrade, (Christian Bd. of Pub.) Beaumont and Pine Sts., St. Louis. (W) Ages 13 to 17. Short-stories 2000-2500; serials 8 to 10 chapters; illustrated articles 100-1500; verse; miscellany. Herbert L. Minard. \$3.50 per M., Pub.

Boys' Life, 2 Park Ave., New York. (M-10) Boy Scouts publication, ages 14 to 18. Outdoor adventure, sport, achievement short-stories 2000-4500; serials 2 to 6 installments of 5000; articles up to 2000. James E. West; Irving Crump, Mng. Ed. 1¼c up. Acc. (Well stocked.)

Boys' World, (D. C. Cook Pub. Co.) Elgin, Ill. (W) Boys 13 to 17. Short-stories 2200-2500; serials 4 to 6 chapters, 2200-2400 each, scientific news items with photos; successful boys (photos), occupation items 500; verse. Good rates. Acc.

Canadian Boy, (United Church Publications) 299 Queen St., W., Toronto, Canada. (W) Teen-age boys. Short-stories, serials, verse, photos. Archer Wallace. ¼c. Acc.

Canadian Girl, (United Church Publications) 299 Queen St., W., Toronto, Canada. (W) Teen-age girls. Short-stories, serials, verse, photos. Agnes Swinaston. ¼c. Acc.

Cargo, (M. E. Church South) 810 Broadway, Nashville, Tenn. (W) Teen-age boys and girls. Short-stories 3000-3500; serials 3 to 10 chapters, striking photos. Rowena Ferguson, Robert A. McGaw. ¼c up. Acc.

Catholic Boy, The, Andrews Hotel, Minneapolis, Minn. (M-10) Wholesome action short-stories 2200-2500; articles for boys. J. S. Gibbons. ¼ to 1c. Pub.

Catholic Girl, The, 20 Prospect St., Terryville, Conn. (M-15) Girls, high-school age. Wholesome, romantic, mystery, school short-stories 2500; vocational articles 1500-2500. Mrs. Margaret H. Sullivan. About ¼c. Pub.

Challenge, The (Baptist Sunday School Board) 161 8th Ave., N., Nashville, Tenn. (W) Young people, 17 years up. Adventure, achievement short-stories 1500-3500; descriptive biographical, travel articles up to 2000 (authorities must be cited); verse; short editorials 200-500. Wallace Greene. ¼c, verse \$1 to \$2.50. Acc.

Challenge, (Presbyterian Publications) 73 Simcoe St., Toronto, Ont., Canada. (W-03) Young people, 16 years up. Adventure, achievement, moral short-stories 2500-3000, articles 2500-8000, fact items, fillers, verse. N. A. MacEachern. Varying rates. Pub.

Champion of Youth, 2 E. 23rd St., New York. (M-10) Young people, 16 to 25. Articles, short-stories for socially minded young people, up to 1200; scientific fact items, youth news, M. B. Schnapper. Pays only for assigned work and unusual articles.

Child Life, (Rand, McNally & Co.) 536 S. Clark St., Chicago. (M-25) Ages up to 12. Short-stories, miscellany up to 1800. Marjorie Barrows. ¼ to 1c. Pub. (Overstocked.)

Children's Leader, (Amer. Baptist Pub. Soc.) 1703 Chestnut St., Philadelphia. (M-20) Short-stories for children, 500-1500; articles on religious education of children; editorials. Margaret M. Clemens. \$4.50 M. Acc.

Children's Play Mate Magazine, 3025 E. 75th St., Cleveland, O. (M-15) Boys and girls up to 14. Mystery, adventure short-stories up to 2000; nursery stories; imaginative verse 1 to 5 stanzas. Esther Cooper. 1c, verse 25c line. Acc.

Child's Own, The, General Bd. of Religious Education, 604 Jarvis St., Toronto, Canada. (W) Children under 8. Short-stories 250; verse. D. B. Rogers. ¼c, payment quarterly.

Christian Youth, 327 N. 13th St., Philadelphia. (W) Teen ages; interdenominational. Wholesome short-stories with Christian teaching and uplift 2000-2200; fillers; nature, fact, how-to-make-it articles 300-1000; Bible puzzles. Charles G. Trumbull; John W. Lane, associate. \$10 a story, fillers \$1 to \$4, puzzles 50c to \$1. Acc.

Classmate, (Methodist Book Concern) 420 Plum St., Cincinnati. (W-5) Young people 18 to 24. Not interested in unsolicited material. A. D. Moore.

Dew Drops, (D. C. Cook Pub. Co.) Elgin, Ill. (W) Children 5 to 8. Short-stories 800-900; short articles, editorials 250-300; verse up to 12 lines. Good rates. Acc.

Epworth Herald, 740 Rush St., Chicago. (2M-10) Articles and short-stories of interest to young Methodists, high school, college ages, 1000-1500; serials 5000-10,000; nature, religious verse up to 20 lines; photos. W. E. J. Gratz. About ¼c, verse about 15c line. Pub.

Epworth Highroad, (Methodist Pub. House) 810 Broadway, Nashville, Tenn. (M) Young people, 16 to 24. Short-stories 2500-4000; serials, 4-6 chapters; illustrated articles 1000-1800; short poems. Miss Rowena Ferguson. ¼ to 1c. Acc.

Evangelical Tidings, (Eden Pub. House) 1724 Chouteau Ave., St. Louis, Mo. (W) Young people 15 to 24. Wholesome short-stories 2500; occasional serials, 2500-word chapters; articles, essays 600-2000; editorials 600-900; fact items 25-500; poems, 3 to 4 verses; photos, illustrations. Marie Rose Remmel. 20-30c per 100 wds., verse 5c line. Acc.

Explorer, The, (United Church Publications) 209 Queen St., W., Toronto, Canada. (W) Boys and girls 9 to 11. Short-stories, serials, verse. Agnes Swinaston. ¼c. Acc.

Famous Funnies, 50 Church St., New York. (M-10) Boys and girls 10 to 15. Action short-stories 1500. Harold A. Moore. \$25 per story. Pub.

Forward, (Presbyterial Bd. of Christian Education) Witherpoon Bldg., Philadelphia. (W) Young people, 18 to 23 years. Short-stories 3000; serials not over 8 chapters, 3000 each; illustrated articles 900; editorials 400-800; young viewpoint, interesting style. Park Hays Miller. 50c per 100 words. Acc.

Friend, The, (United Brethren Pub. House) Dayton, O. (W) Boys' and girls' moral, educational short-stories 1000-2500; serials 2 to 8 chapters; informational, inspirational stories 100-800; short verse. J. W. Owen. \$1 to \$5 per story, poems 50c to \$2. Acc.

Front Rank, The, (Christian Bd. of Pub.) Beaumont and Pine Sts., St. Louis, Mo. (W) Young people and adults. Moral short-stories 2500-3500; serials 20,000-25,000; illustrated articles; poems; editorials; fillers; photos. \$3.50 per M. Acc.

Girlhood Days, (Standard Pub. Co.) 9th and Cutter Sts., Cincinnati, O. (W) Girls 13 to 17. Wholesome short-stories 1800-2000; serials; miscellany. ¼c up. Acc.

Girls' Circle, (Christian Bd. of Pub.) Beaumont and Pine Sts., St. Louis. (W) Girls 13 to 17. Short-stories 2500; serials 8 to 10 chapters; illustrated articles 100-2000; poems up to 20 lines. Frances Woolery. \$3.50 per M., Pub.

Girls' Companion, (D. C. Cook Pub. Co.) Elgin, Ill. (W) Girls 15 to 18. Short-stories 2000-2500; serials 2 to 6 chapters, 2500 each; illustrated occupation articles 150-1000; editorials 100-400. Good rates. Acc.

Girl's Friend, (Eden Pub. House) 1724 Chouteau Ave., St. Louis, Mo. (W) Girls 9 to 15. Short-stories showing character development 2500; occasional serials, 2500-word installments; articles 600-2000, editorials 600-800; fact items 25-500; poems, 3 to 4 verses; photos, illustrations, Marie Rose Remmel, 20-30c per 100 wds., verse 5c line, Acc.

Girls' World, (Am. Baptist Pub. Society) 1701 Chestnut St., Philadelphia. (W-2) Girls 12 to 16. Wholesome action short-stories 2500; serials, 2500-word chapters; informative articles 200-800; character-building editorials up to 500; photos, Miles W. Smith, \$4.50 per M., Acc.

Institute Leaflet, General Bd. of Religious Education, 604 Jarvis St., Toronto, Canada. (W) Boys and girls, 9 to 11. Short-stories 1200, serials, verse, Rev. D. B. Rogers, 5c, payment quarterly.

Jewels, (United Church Publications) 299 Queen St., W., Toronto, Canada. (W) Material for small children. 5c, Pub.

Junior Catholic Messenger, 124 E. 3d St., Dayton, O. (W) Boys and girls 3d and 4th grade age. Short-stories, simple vocabulary, up to 600; short fillers, jokes, verse; news and feature photos, Mrs. Mary Pfau Fisher. 5c to 1c, photos \$1 to \$3, Acc. (Slow.)

Junior Joys, (Nazarene Pub. House) 2923 Troost Ave., Kansas City, Mo. (W-5) Boys and girls 9 to 12. Market supplied at present. Miss Mabel Hanson, 5c, Acc.

Junior Life, (Standard Pub. Co.) 9th and Cutter Sts., Cincinnati. (W) Children 9 to 12. Not in the market.

Junior Weekly, (Methodist Book Concern) 420 Plum St., Cincinnati, Ohio. Children, 9 to 12. Not interested in contributions.

Junior World, (Christian Bd. of Pub.) Beaumont and Pine Sts., St. Louis. (W) Children 9 to 12. Short-stories up to 2100; serials 8 to 12 2100-word chapters; poems up to 20 lines; illustrated informative articles 100 to 1800. Hazel A. Lewis, \$3 to \$4 per M., Pub.

Junior World, (Am. Baptist Pub. Society) 1701 Chestnut St., Philadelphia (W-2) Children 9 to 12. Short-stories up to 2500; serials 2500-word chapters; miscellany. Miles W. Smith, \$4.50 per M., Acc.

Little Folks, The, (Augustana Book Concern) Rock Island, Ill. (W) Children 5 to 8. Religious short-stories up to 450; verse; photos, Mrs. Edith Cling Palm, Hector, Minn. 5c, Pub.

Lutheran Boys and Girls, (Lutheran Pub. House) 1228 Spruce St., Philadelphia (W) Ages 9 to 14. Short-stories, articles. Low rates, Acc.

Lutheran Young Folks, (Lutheran Pub. House) 1228 Spruce St., Philadelphia. (W) Boys and girls over 14. Illustrated descriptive articles; short-stories 3000-3500; serials 6-12 chapters. Fair rates, Acc.

Mickey Mouse Magazine, Kay Kamen, Ltd., 1270 6th Ave., New York. (M-10) Not in the market.

Olive Leaf, (Augustana Book Concern) Rock Island, Ill. (W) Boys and girls, 8 to 11. Religious, adventure short-stories 600; articles 500; verse 8 to 12 lines. Submit MSS. to Rev. J. Helmer Olson, 3309 Seminary Ave., Chicago. 5c, Pub.

Onward, Box 117, Richmond, Va. (W-3) Presbyterian young people. Character building short-stories, serials, short articles, editorials. Miss Clarabel Williams, \$3 to \$5 per M., Acc.

Onward, (United Church Publications) 229 Queen St., W., Toronto, Canada. (W) Young people. Short-stories, articles, serials, verse, photos, nature and science material. Archer Wallace, 5c, Acc.

Open Road for Boys, 729 Boylston St., Boston. (M-10) Older boys' interests. Aviation, sport, adventure, humorous short-stories 2000-3500; serials up to 40,000; articles 1000-1500. Clayton H. Ernst, 5c up, Pub. or Acc.

Our Boys and Girls, (Evangelical Pub. House) 3rd and Reily Sts., Harrisburg, Pa. Juniors, 9 to 11. Short-stories, articles, up to 2000; serials; verse, photos, Edith A. Loose, Low rates, Acc.

Our Boys and Girls, (Brethren Pub House) 16-24 S. State St., Elgin, Ill. (W) Boys and girls 9 to 12. Not in the market.

Our Little Folks, (United Brethren Pub. House) Dayton, O. (W) Children 4 to 9 years. Short-stories 300-600. J. W. Owen. Up to 5c, Acc.

Our Young People, (Brethren Pub. House) 16-24 S. State St., Elgin, Ill. (W) Young people 17 to 20. Not in the market.

Parade of Youth News Service, 1727 K. St., N. W., Washington, D. C. (W) Short-stories up to 1200, serials 2 or 3 parts 2300 each, boy or girl characters. Tips on outstanding boy or girl activities. J. Lacey Reynolds, \$10 per story or installment, Pub.

Picture Story Paper, (Methodist Book Concern) 420 Plum St., Cincinnati, O. Children 4 to 8. Not interested in contributions.

Picture World, (Am. Sunday School Union) 1816 Chestnut St., Philadelphia. (W) Children under 12. Short-stories and incidents impressing moral and religious truths 400-800, verse, \$5 per M., verse 50c stanza, Acc.

Pioneer, The, (Presbyterian Bd. of Christian Education) 420 Witherspoon Bldg., Philadelphia. (W) Boys 11 to 15. Short-stories 2500-3000; serials 6 to 8 chapters 2500 each; illustrated articles 800-1000; non-preachy editorials; cartoons; verse, Park Hays Miller, \$5 per M. up, photos 50c up, Acc.

Portal, (Methodist Book Concern) 420 Plum St., Cincinnati, O. (W-2) Girls 12 to 18. Not interested in contributions.

Queens' Gardens, (Presbyterian Bd. of Christian Education) 420 Witherspoon Bldg., Philadelphia. (W) Girls 12 to 15. Short-stories 2500-3000; serials 6-8 chapters, 2500 each; illustrated editorials, cartoons. Park Hays Miller, \$4 M. up, Acc.

Scholastic, 250 E. 43d St., New York. (W-10) Articles, essays for high-school readers, English literature, cultural subjects, historical events, social and student problems, 500-1500. Kenneth M. Gould, 1c, Pub.

Shining Light, (Gospel Trumpet Co.) 5th and Chestnut Sts., Anderson, Ind. (W-3) Children 5 to 9. Moral, character-building, religious short-stories 300-800; nature, religious verse; photos of nature, children. Ida Byrd Rowe, \$3 per M., Pub.

Sodalist, The, (Franciscan Fathers) P. O. Box 8, Station V, Cincinnati, O. (M-5) Catholic young people 14 to 21. Biographical, scientific, historical articles, light romantic short-stories 1000-1500. Rev. H. Blocker, O.F.M., 5c, Acc.

St. Nicholas, 420 Lexington Ave., New York. (M-25) Boys and girls 6 to 16. Distinctive action short-stories up to 3500; serials by commission; brief amusing verse; travel, nature articles. Vertie A. Coyne, 1c up, verse 25c line, Pub. (Overstocked.)

Stories for Primary Children, (Presbyterian Bd. of Christian Ed.) 420 Witherspoon Bldg., Philadelphia. (W) Children, 6 to 8. Character-building short-stories 500-800. Things to make and do. Park Hays Miller. Up to 5c, verse 25c for 4 lines, Acc.

Storyland, (Christian Bd. of Pub.) Beaumont and Pine Sts., St. Louis, Mo. (W) Children under 9. Short-stories 300-1000; poems up to 20 lines; handicraft articles 300-500; drawings or photos, child or animal subjects; simple puzzles. Hazel A. Lewis, \$3 to \$4 per M., Pub.

Story Parade, 70 5th Ave., New York. (M) Children 8 to 12. Juvenile short-stories, articles, plays up to 2500; poems. L. Parker, 1c, Pub.

Storytime, (Baptist Sunday School Bd.) 161 8th Ave., N., Nashville, Tenn. (W) Children 4 to 8. Short-stories 400-700; articles and suggestions for playthings children can make 100-300; verse, Agnes Kennedy Holmes, 5c, Acc.

Story World, (Am. Baptist Pub. Soc.) 1701 Chestnut St., Philadelphia. (W-2) Children under 9. Short-stories 300-600; verse, Miles W. Smith, \$4.50 per M., Acc.

Sunday Companion, The, 261 Broadway, New York. (W) Catholic young people. Fiction; current events, miscellany. M. A. Daily. Rates not stated.

Sunday School Messenger, Evangelical Church, 3rd and Reily Sts., Harrisburg, Pa. Young people, 12 to 17. Short-stories, serials. W. F. Peffley. Low rates, Acc.

Target, (Methodist Book Concern) 420 Plum St., Cincinnati. (W-2) Boys 9 to 15. Alfred D. Moore. Not in market at present.

Two to Teens, 401 Berger Bldg., Pittsburgh, Pa. (Q-10) Juvenile short-stories 1000-1500, serials 5000, verse 36 lines. Mary S. Powell, 1c, poems 10c line, Pub.

Watchword, The, (United Brethren Pub. House) 240 W. 5th St., Dayton, O. (W) Young people. Short-stories 1500-3000; serials, miscellany. E. E. Harris, \$1.50 to \$2 per M., Acc.

Wee Wisdom, (Unity School of Christianity) 917 Tracy Ave., Kansas City, Mo. (M-15) Children 6 to 12. Optimistic, constructive short-stories 400-2500, serials 7500. 1c up, verse 25c line, Acc. (Overstocked.)

What To Do, (D. C. Cook Pub. Co.) Elgin, Ill. (W) Boys and girls 9 to 13. Short-stories 2500; serials 2-6 chapters 2500 each; short informational articles 300; inspirational verse; editorials 100. Good rates, Acc.

Young America, (Eton Pub. Corp.) 32 E. 57th St., New York. (W-5) Boys and girls 8 to 18. Fast-moving action-mystery short-stories 900-1000; serials 10,000-12,000; cartoons. Louis A. Langreich. Serials 5c up, shorts \$7.50 flat, gag cartoons \$5, Pub.

Young Canada, (Presbyterian Publications) 73 Simcoe St., Toronto, Ont., Canada. (W-02) Junior teen-age boys and girls. Short-stories 2000, short articles on invention, popular science, achievement, nature, foreign lands, etc., up to 500. N. A. MacEachern, M. A. \$3 to \$5 per M., Pub.

Young Catholic Messenger, 124 E. 3d St., Dayton, O. (W) Boys and girls, junior high age. Short-stories up to 1200, high ideals. Mrs. Mary Pfau Fisher, 5c to 1c, Acc.

Young Crusader, The, 1730 Chicago Ave., Evanston, Ill. (M-3) W. C. T. U. children's paper. Temperance, health, character-building short-stories up to 1500. Katharine P. Crane, 5c, Acc. Verse, no payment.

Young Dancer, 49 W. 45th St., New York. (M-15) Articles, about famous dancers, past and present, for dance students 6 to 14, emphasis on glamour; short-stories up to 1500. Rosalie Livingston, 1c, Pub.

Young Israel, 3 E. 65th St., New York. (M-10) Children under 16. Short-stories, articles of Jewish interest, 1200-2000; verse, Elsa Wehl. Under 1c, verse \$3 to \$5, Acc.

Young People, The, (Augustana Book Concern) Rock Island, Ill. (W) Articles and short-stories, serials, Christian ideals for children 11 to 16; photos. Low rates, payment quarterly.

Young People's Friend, (Gospel Trumpet Co.) 5th and Chestnut Sts., Anderson, Ind. (W) Moral, character-building, religious short-stories 1000-2500; serials 8 to 15 chapters; verse 3 to 8 stanzas. Ida Byrd Rowe, \$3 per M., Pub.

Young People's Paper, (Am. Sunday School Union) 1816 Chestnut St., Philadelphia. (W) Late teen ages. Interdenominational feature and inspirational articles; short-stories up to 2500; serials 13,000; fillers 200-800, \$4 to \$5 per M., Acc.

Young People's Standard, 2923 Troost Ave., Kansas City, Mo. (W) Articles up to 2000, verse up to 20 lines; overstocked with fiction. Sylvester T. Ludwig, \$2.50 per M, verse 25c for 4 lines, Acc.

Young People's Weekly, (D. C. Cook Pub. Co.) Elgin, Ill. (W) Ages 18 to 25. Short-stories 2500; serials 2 to 6 chapters of 2500; scientific, popular articles; editorials 100-400. Good rates, Acc.

Young Soldier and Crusader, The, (General Bd. of Religious Education) 604 Jarvis St., Toronto, Canada. (W) Young people. Short-stories up to 2400; verse, Rev. D. B. Rogers, 5c, payment quarterly.

Youth's Comrade, The, (Nazarene Pub. House) 2923 Troost Ave., Kansas City, Mo. (W-5) Boys and girls, teen ages. Short-stories 2500, also 800-1000, serials, verse, news items, art work, religious and out-of-door subjects. Miss Edith Lantz, \$2.50 per M., Acc.

Youth's World, Am. Baptist Pub. Soc. 1701 Chestnut St., Philadelphia. (W-2) Boys 13 to 16. Short-stories 1000-2500; serials 4 to 8 chapters 2500 each; articles 500 to 900; character-building editorials up to 600; handicraft; fact items, photos, Miles W. Smith, \$4.50 per M., Acc.

THE AUTHOR & JOURNALIST'S LITERARY MARKET TIPS

GATHERED MONTHLY FROM AUTHORITATIVE SOURCES

All Western and Western Romances, 149 Madison Ave., New York, of the Dell group, beginning with their September, 1937, issues, will award a bonus of \$50 to one author in each magazine, writes Arthur Lawson, editor. "This bonus will be in addition to the regular price, and will be awarded for the story which, in the opinion of the editors, has some unusual merit. It might be given for the author's handling of a character or an action scene, for a clever situation, or just because we think it is a damn good yarn. The bonus will be awarded on or about publication date, though the story might be bought and paid for several weeks before. For *All Western* we want dramatic yarns of the old West with a hero who motivates the action and plot. There can be love interest and humor. Now and then we use the tall tales or 'Chuck Wagon Yarns' told as cowboys used to tell them in the bunkhouse or around the cook fire. These should be very short. For *Western Romances*, we are interested in love stories set in the same old West that *All Western* features. The girl must take the center of the stage and the plot should be built around her problem. Romance and glamor against a colorful, authentic Western background will do more to put over a story in this magazine than a complex or intricate plot." Regular Dell rates are 1½ cents a word and up, on acceptance.

American Cavalcade, 420 Lexington Ave., New York, edited by Thomas B. Costain, offers a market at 10 cents a word and up, on acceptance, for high-grade fiction in short-story lengths from 750 to 3000 words and serials 25,000 to 30,000 words. Articles, according to Kenneth M. Foote, associate editor, are usually arranged for by the editors. They must be timely and carry reader interest. Lengths, 1250 to 2500 words. Verse is purchased at \$50 to \$100 per poem; jokes at \$5 and up. The company buys only first American and Canadian rights to material.

Cowboy Romances, 60 Hudson St., New York, is the title of the new Western romance magazine announced last month by Winford Publications. The new magazine will be published under the banner of Blue Ribbon Magazines, along with *Blue Ribbon Western* and *Ten Story Sports*. Cliff Campbell is editor.

William Kostka has resigned as editor of *Detective Fiction Weekly* to form the Security Publishing Company, of 432-434 Main St., Stamford, Conn., with Robert E. Haig, who resigned as circulation manager of the Red Star News Co., distributors of the Munsey Magazines. Their first magazine is a "one shot" entitled *Uncle Sam's Gang Smashers*, a pictorial history of the G-Men. Late this summer they plan to issue detective magazines in both the fact and fiction fields, titles to be announced later. Mr. Kostka writes that the company now is in the market for fact and fiction detective stories and is prepared to pay on acceptance at 1 cent a word up. Fact writers should query him, giving a brief synopsis of the proposed story. In fiction Kostka is more interested in good plot, characterization, and colorful background than straight action, though deduction stories of the "who-did-it" variety, lacking action entirely, are not desired. The limit on short-stories is 6000 words and on novelettes 12,000 words.

Thrilling Ranch Stories, 22 W. 48th St., New York, of Standard's Thrilling group, is in the market for strong romantic stories braced with a solid Western background, writes Leo Margulies, editorial director. "Stories must be told from the heroine's point of view, with the love element heavily accented. Yarns should carry an emotional problem that is vital; be as glamorous as possible. The Western setting should be actively present in the story and serve as more than atmosphere. The vigor and color of the range must be forcefully interwoven with the plot and have a definite tie-up with the actual motivation itself. Although excitement in any form is desirable, rapid-fire pace and heavy physical action are to be subordinate to the natural progression of the tale. The story must be entertaining and appealing. And we don't care if it's off-trail—as long as it's good! Well planned plots are important. They should be meaty, convincingly complicated, and pack a dramatic touch. While a prominent love interest is highly essential, the author must be careful not to handle situations in an over-sentimental manner. The cloyingly sweet type of heroine is not wanted. Rather, she should be vivacious, work out her problem with spirit and courage; and in the longer stories, fight along with the hero. All lengths from 1000 to 10,000 words are wanted. The lead novel must be at least 20,000 words. Most western-love yarns are disappointing because of an ordinary, routine plot and hackneyed situations. We are looking for variety of plot and bright, new situations. Depend on other complications than the trite ones of the girl thinking her sweetheart guilty of the murder of her father, of the story starting with the heroine helping the hero escape from jail, of the jealous foreman making things tough for the hero, etc. Some of the themes that we are wide open for are: stories of the range-bred girl (vigorous characterization, good atmosphere, can put this across nicely); stories of the cattle princess heroine; stories of the pert, uppity type of girl who is finally tamed by the hero. Another type of theme sought, and one that has been little used in past issues, is the story in which the hero has to decide which of two girls he loves. Don't make the villainess, if you decide to use one, too catty. All stories for *Thrilling Ranch* must be of the Old West with no 1937 props. We prefer the flavor of the old West coupled with the impression that the happenings are of today. Western dialect is okay for the hero—but never for the girl." Rates here are 1 cent a word and up, on acceptance.

For Men—and Men Only, 1501 Broadway, New York, edited by Fred J. Feldkamp, desires "gusty articles with male appeal and on male subjects, between 2000 and 2500 words in length. No fashions!" Short items and fillers are considered. Rates are announced, as slightly under 3 cents per word, on acceptance.

Stag, 570 7th Ave., New York, uses articles, essays, short-stories of sophisticated types, 1500 to 2000 words in length; also verse, short fact items, fillers. Payment is on acceptance at 1 cent a word or by special arrangement. Arthur Brackman is managing editor.

Desmond Hall has resigned as editor of Street & Smith's *Mademoiselle*, to become associated with the firm of Jacques Chambrun, Inc., literary agents.

Thrilling Mystery, of Standard's Thrilling group, 22 W. 48th St., New York, according to Leo Margulies, editorial director, "now uses in each issue a lead novel of around 20,000 words, and an assortment of novelettes and short-stories with a definite detective-crime plot and a bizarre, horror background or menace. Strong woman interest is wanted in the longer lengths, although not necessary in the short-story, but girl stuff will get the preference. Good terror atmosphere and action pace are important, but the detective-mystery element must emphatically not be overlooked. Lengths: short-stories, up to 6000 words; novelettes, from 8000 to 10,000 words. It is advisable to query us or submit a synopsis before trying the lead novel. The good detective-horror yarn consists of a strong mystery situation with a weird, fantastic, or supernatural menace, or setting, in which the hero solves the plot detective-fashion by finding vital clues, etc. Original, clever plotting is demanded as in a regular detective story. There are different means by which the horror element can be interwoven into these stories. There's the terror-inspiring setting of the story itself, for example, that can be worked up to provide the proper atmosphere. An isolated locale is usually a good idea, one in which characters cannot physically escape from menace, as a desert island, a chain gang, a prison, an airplane, a ship, etc. Then there's the actual physical horror of the mystery situation in which weird, fantastic or supernatural events are integral parts of the plot. The solution, arrived at in detective fashion, must of course explain everything logically and plausibly in mundane terms. Beware of using overworked horror themes and obvious solutions in doing this type of story. Another way of including the horror element is through a sub-plot based on a weird, fantastic or supernatural theme. The central situation must, naturally, be brought to a successful solved conclusion, but the sub-plot may or may not be explained. Thus it is possible to have some horror trimmings to a detective yarn which the hero can expose in the end or the explanation of which may be left doubtful in the reader's mind. Freshness and novelty are major factors in making the story click for this magazine. And smooth, assured writing is absolutely demanded." Rates are 1 cent a word up, on acceptance.

News Features, 140 W. 42nd St., New York, announces that it needs short short-stories of 800 to 1000 words in length, for which it will pay \$5 apiece on acceptance. George B. Bookman, editor, writes: "The stories will be read in small American towns, chiefly by women, hence a happy ending, stock characters, and simple plot are essential. Normal love and adventure are desired themes. Morbidity or excessive sophistication render stories unsuited to our needs."

The Toronto Star Weekly, Toronto, Ont., Canada, Art H. Newman, fiction editor, writes: "We need a few stories of 5000 to 6000 words, with really glamorous settings, powerful moving plots, and distinctive writing, for page 1 and page 2 use. We also require stories up to 3000 words, and short short-stories of from 1000 to 1500 words. We have a few taboos, notably: sexy stories, that are not delicately handled; stories with newspaper background or stories about reporters or magazine or newspaper work; first-person stories; religious themes; historical stories; U. S. gangster plots, and those having a Hollywood or stage setting. We like stories with plenty of dramatic plot and at present are keen to get really good love stories. Our rates are determined entirely on the basis of the value of the story. Naturally we shall attempt to keep our expenses down to a minimum, but in case of really exceptional stories, are prepared to pay more." Rates have been previously given as 3/4 cent a word and up, on acceptance.

A BEST SELLER IS BORN



Anne B. Fisher

Watch for **LIVE WITH A MAN AND LOVE IT!** a coming best seller. On April 5th I took this little book to Dodd, Mead, one of the country's largest publishers, the first and only firm to see it. On April 11th Norman Snow of Dodd, Mead came to my office to close the deal. The publishers are so enthusiastic about **LIVE WITH A MAN AND LOVE IT!** that they have engaged the famous artist Soglow to illustrate it; and they are counting on sales of 100,000 or better.

I am very proud of the author, Mrs. Anne B. Fisher, of Pacific Grove, California, who has built a best seller on a suggestion. When she wrote me about her fourteen years of happy marriage, I worked up the idea for the book on the basis of calls publishers had sent me. At my insistence, the author, in less than a month, produced **LIVE WITH A MAN AND LOVE IT!** on which I worked with her from outline to completion.

"Best seller?" writes Mrs. Fisher. "Then the best seller was born in the brain of my literary agent. I am simply stunned by your efficiency . . . and your uncanny market sense."

Have you found YOUR market? If you want me to help you, do as Mrs. Fisher and my other selling clients (whose sales last month I have no room to mention) have done: Tell me about yourself; let me select markets for you; revise as I tell you to. The more you tell me about yourself, the better will I know what markets you are suited for and how to help you reach them in the shortest possible time. Once I know what you can do best, I'll work with you from outline to finished manuscript—and when you're ready, I'll get assignments for you, as I do for many of the writers working with me.

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United Feature Syndicate, 220 E. 42nd St., New York, writes: "We are in the market for original first-run short short-stories, 1000 to 1500 words in length, for which we pay a flat rate of \$10 for all serial rights. We are interested in all types, except that we are overstocked with crime stories at the present time. We are in particular need of good love stories. We do not want stories based too directly on incidents or anecdotes being circulated by word of mouth." Frances Rule is fiction editor.

Home, Garden & Hobby, P. O. Box 254, Des Moines, Ia., is the new title of the expanded magazine formerly known as *The Friendly Window*. Kenneth Morrow, publisher, states: "We are interested in practical, down-to-earth articles written to appeal to the small home owner, the amateur gardener, the man with a basement workshop—in short, to those who may aspire to the magnificent homes and gardens of the wealthy but find contentment and happiness in making the best of what they now have. As for hobby articles, only hobbies of an unusual nature, yet which the man in the street may take up with pleasure and profit, will be considered. On "how-to-make-it" articles we can use clear but simple sketches or an occasional photograph. We are prepared to pay from \$2 to \$5 for articles of from 100 to 250 words, and 50 cents per illustration, when acceptable. Payment will be made promptly on publication."

M. H. L. Service Bureau, 603 Orner St., Carthage, Mo., which recently called for material for use by teachers of speech, emphasizes that it is not looking for short short-stories but rather for sketches, dramatic or humorous. Ruth H. MacPherson writes: "There must be point, lots of clever and enterprising dialogue, very little if any description and explanation. All work should be suitable for oral interpretation by children or young people. Material should not exceed 1500 words, and shorter readings are preferred. We can also use one-act plays, written for two or three characters. We are interested in developing writers who can do the type of thing we want. We pay on a royalty basis."

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Current Ideas, 201 N. Wells St., Chicago, is to be revived with a September, 1937, issue. "We are in the market for material of a popular nature, covering science, mechanics, radio, aviation, invention; in fact, all progressive ideas in living, working, and playing. Short articles accompanied by pictures will be given preference. 'How to Make' articles, with working drawings, are also required. Payment will be made on publication, the amount depending on merit of the article."

Psychology, 381 Fourth Ave., New York, is in the market for "short psychological articles, personal experience stories, preferably not over 1500 words," writes Eldorado Field, editor. "We pay by arrangement, usually from 1/2 to 1 cent a word, promptly after publication."

Radio Feature Service, Inc., 420 Madison Avenue, New York, is now buying gags, jokes, and epigrams, writes W. F. Mooney, managing editor. "Decisions are rendered within two weeks. We particularly want modern wise cracks like 'Fred Astaire is the dancer to a maiden's prayer,' Broadway definitions like 'Broadway is a street where hearts are broken while you wait.' Jokes should be short, not more than 150 words, and so written that they can be told in dialect, if desired. Items should be submitted one on a page and up to \$1 each will be paid for those accepted. Please do not submit radio serials or scripts; all that is purchased is humor."

Pacific Geographic Magazine, 1151 S. Broadway, Los Angeles, has suspended publication. The Pacific Geographic Society, which sponsored it, is still functioning, but writers have reported inability to collect payment for material used in the magazine.

Doubleday, Doran & Company's New York offices are now located at Rockefeller Center.

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• Submit your best script, enclosing any facts about it that may prove helpful. If it is salable, you are assured that every possible market will be pounded in an effort to place it. If it is unsalable, you will know exactly why, and what, if anything, to do about it.

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Personal Adventure, 381 Fourth Ave., New York, using true, first-person adventure stories of all types, is the title of the new magazine announced previously by Ultem Publications. Rates paid are 1½ cents a word on acceptance.

True Cases of Scotland Yard, 39 W. Putnam St., Greenwich, Conn., edited and published by William M. Messenger, pays 1½ cents a word, on acceptance, for true stories of solved English detective cases, 4500 to 6000 words in length. It especially needs good smuggling and swindling cases. News and police photos are used, and payment for them is made at from \$3 to \$5 each.

Everyday Science & Mechanics, formerly published by Hugo Gernsback at 99 Hudson St., New York, is now published by V. D. Angerman at 800 N. Clark St., Chicago. The title has been changed to *Science & Mechanics*. Mr. Angerman states: "At the present time we are not in the market for manuscripts. All our material is either prepared by our own editorial staff or by the editors of the various departments. There is a possibility that in the fall we may be in the market for material and if so we will be glad to advise you."

Wolff's Photographic Review, 638 Federal St., Chicago, is a quarterly using reproductions of outstanding photographs. The editor writes: "It is our policy to include in each issue one or two articles dealing with photography or the artistic point of view in general. The length should not exceed 5000 words. Payment is at 1 cent a word on acceptance."

The Grade Teacher, formerly at 419 Fourth Ave., New York, should now be addressed at Darien, Conn.

PRIZE CONTESTS

Scribner's, 597 5th Ave., New York, Jo Chamberlin, managing editor, writes: "We believe that your readers will be interested to know that we are desirous of securing 'fillers' which we can run in a series in our magazine. One of the series that we have in mind is entitled 'The Law of the Land,' and, for this series, we are looking for filler material covering absurd laws, hair-splitting decisions, far-fetched interpretations of the law, etc. For example:

THE LAW OF THE LAND

Bathing

The Supreme Court of California today upheld the 1879 law of the city of San Francisco making it a misdemeanor for two people to bathe in the same tub at the same time.—San Francisco Chronicle.

"Other series that we intend to run are entitled, 'American Billboards,' showing humorous quotations from highway billboards; 'Isn't Science Wonderful,' showing amusing anecdotes by or about scientists; 'The Snob Appeal,' showing advertisements or editorial statements that have a very definite snobbish appeal; 'Impossible Dialogues,' consisting of actual dialogues from plays, movies, radio dramatizations; 'Crime Doesn't Pay,' consisting of quotations showing just the opposite. The prime requisites of these fillers are that they be humorous and amusing, that they be comparatively short, and that they have a distinctly current significance. We would also like to know the original source of the filler and, if possible, be furnished with the actual page on which the filler appeared. For each filler that we use we will pay \$5.00, and, for an idea covering a new series (which also should include one or two starting fillers) we will pay \$25.00."

The Atlantic Monthly Press, 8 Arlington St., Boston, announces its sixth Atlantic Prize Novel contest. To the author of the winning novel, the Atlantic Monthly Press and its associates, Little Brown & Co., will pay a sum of \$10,000—\$5000 as an outright prize and \$5000 as an advance on royalties. Serializa-

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tion of the winning manuscript, in *The Atlantic Monthly*, if desirable, will be arranged independently of the prize. Only typewritten manuscripts of unpublished and unserialized works in English will be considered. Translations are ineligible. There are no entry blanks to be filled out. Preferred lengths are between 50,000 and 200,000 words. Manuscripts should be submitted by February 1, 1938. Address Sixth Atlantic Novel Contest, The Atlantic Monthly Press, 8 Arlington St., Boston.

Soviet Russia Today, 824 Broadway, New York, announces a contest for essays of 500 words or less, on the subject, "What the Soviet Union Means to Humanity." The first prize is \$500, second is \$150, third \$100, and there are thirty additional prizes ranging from \$25 to \$5. The contest is open to everyone except employees of the magazine and their families. The purpose of the contest is to stimulate further study of Soviet Russia and a clearer analysis of its role in world affairs. The judges will be Harry Elmer Barnes, Erskine Caldwell, Clifford Odets, Blanche Yurka, and Max Lerner. The first page of manuscript should include author's name, occupation, and address; essays will be judged on the basis of content and value in spreading among the American people a true understanding of the Soviet Union. Originality will count. Further details will be found in the May and June issues of the magazine. Address all essays to Contest Committee. The closing date is September 15, 1937.

Liberty, 122 E. 42nd St., New York, announces that it will again pay as bonuses, in addition to the regular purchase price, \$1000 for the best short short-story, \$500 for the next best, and \$100 each for the next best five or more. These bonuses are for a period from June 1 to December 31, 1937. All manuscripts should be addressed to the Short Short Editor.

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Jane Hardy was formerly on the editorial staff of Macmillan Company. She is highly recommended by Harold S. Latham, Ida Tarbell, Henry Goddard Leach, Hamlin Garland, and others.

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Sports Afield, Phoenix Bldg., Minneapolis, Minn., edited by Paul K. Whipple, announces a camera contest in three divisions, with 21 cash awards and 29 merchandise prizes, for still pictures and movies. Outdoor hunting, fishing, sporting, wild life, nature, and similar subjects are eligible. Details can be found in the current issues of the magazines. Official entry blanks are required for entry in the movie film contest. They will be furnished upon application to the contest editor at above address.

LITERARY MARKET TIPS

In the Trade, Technical and Class Journal Field

Electrical Ruralist, 1836 Euclid Ave., Cleveland, O., is a new publication of the Bennett Publishing Company, edited by Paul L. Reed, who writes that it is in the market for "stories of from 800 to 1200 words or more covering applications of electrical equipment and electrical appliances on farm and in the farm home. Profuse illustration is used and payment is at from 1 to 2 cents per word, promptly on publication. Specifications for editorial material and copies of the publication will be sent to interested correspondents. We particularly want small-town correspondents who are interested in and familiar with rural electrification projects in their communities."

Seed Market, 1230 W. Washington Blvd., Chicago, is no longer being published.

Grocers Commercial Bulletin and Meat Dealers News, 2642 University Ave., St. Paul, Minn., reports it is not in the market for any editorial material at the present time.

Butchers Advocate, 1328 Broadway, New York, has all material staff written.

Pacific Dairy Review, 500 Samson St., San Francisco, does not need any material at present.

U. S. Egg and Poultry Magazine, 110 N. Franklin St., Chicago, does not purchase free-lance material.

Mail Order Journal, Chicago, is now located at 381 Fourth Ave., New York. H. A. Smith is editor.

The Farmer and Farm, Stock and Home, St. Paul, Minn., is not in the market for contributions.

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The Office, 377 Broadway, New York, has acquired *Office Equipment Merchandiser*, Chicago. Separate publication of the *Merchandiser* has ceased. *The Office*, a pocket-size production, preferring articles under 800 words, is edited by William Schulhof.

Dry Goods Economist, 239 W. 39th St., New York, C. K. MacDermut, Jr., managing editor, requests that writers query on all articles of interest to the department store field which are longer than 750 words.

The Decorative Furnisher, 381 4th Avenue, New York, is not buying any outside material for the present.

Western Confectioner Ice Cream News, 420 S. San Pedro St., Los Angeles, is now edited by George H. Haines.

American Industrial Banker, 126 E. Wayne St., Fort Wayne, Ind., a quarterly, is not now in the market for any kind of material. Myron R. Bone is editor.

Motor Racing, 56 E. Congress St., Chicago, limits racing news to 500 words. Rate for news and pictures is low. Steve O'Connor is editor.

Autobody Trimmer and Painter, Cincinnati, is now located at 15 E. Eighth St. An entire section, profusely illustrated, is devoted to trailer building and merchandising.

American Painter and Decorator, 3713 Washington Blvd., St. Louis, pays up to \$1 for amateur photographs, \$2 for professionals, according to recent announcement of George Boardman Perry, editor.

Underwear and Hosiery Review, 93 Worth St., New York, Bertram M. Lebharr, editor, is not in the market for free-lance contributions of any kind.

Boys Outfitter, 175 Fifth Ave., New York, has been dropped from the Quarterly Market List, due to complaints of several contributors that contributions had not been handled satisfactorily.

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